

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 25, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	HOTEL#	23.7	19,860	1	A TEAM	18.0	39,620
2	A TEAM	23.3	19,530	2	LIFES-EMBARASSING MOMENTS(S)	16.9	37,260
3	ABC SUNDAY NIGHT MOVIE	22.9	19,190	3	ABC SUNDAY NIGHT MOVIE	15.3	33,710
4	LIFES-EMBARASSING MOMENTS(S)	21.7	18,180	4	HARDCASTLE & MCCORMICK#	15.0	33,000
5	HARDCASTLE & MCCORMICK#	20.7	17,350	5	HOTEL#	14.2	31,200
6	CBS NFL FOOTBALL-POST#	20.6	17,260	6	M*A*S*H SPECIAL(S)	13.8	30,440
7	MISS AMERICA PAGEANT(S)	20.5	17,180	7	FACTS OF LIFE#	13.3	29,390
8	REMINGTON STEELE#	20.1	16,840	8	CBS NFL FOOTBALL-POST#	13.3	29,320
9	60 MINUTES	20.0	16,760	9	REMINGTON STEELE#	13.2	29,130
10	THREE'S COMPANY#	19.7	16,510	10	60 MINUTES	12.9	28,310
11	M*A*S*H SPECIAL(S)	19.6	16,420	11	MISS AMERICA PAGEANT(S)	12.8	28,250
12	FACTS OF LIFE#	19.3	16,170	12	NBC'S ALL-STAR HAPPY HOUR(S)	12.8	28,110
13	9 TO 5#	19.2	16,090	13	ABC MOVIE SPECIAL(S)	12.5	27,620
14	MAGNUM, P.I.	19.1	16,010	14	9 TO 5#	12.4	27,290
14	TU MOVIE OF THE WEEK-NBC(S)	19.1	16,010	15	MAGNUM, P.I.	12.3	27,200
16	SIMON & SIMON	18.7	15,670	16	THREE'S COMPANY#	12.3	27,190
17	NBC'S ALL-STAR HAPPY HOUR(S)	18.5	15,500	17	JUST OUR LUCK#	12.3	27,150
18	M*A*S*H#	18.3	15,340	18	FALL GUY	12.3	27,080
18	NBC MONDAY NIGHT MOVIES#	18.3	15,340	19	TV CENSORED BLOOPERS #5(S)	12.1	26,660
20	ABC MOVIE SPECIAL(S)	18.1	15,170	20	WE GOT IT MADE	12.1	26,570
21	EMMY AWARDS(S)	18.0	15,080	21	SIMON & SIMON	11.9	26,310
22	FALL GUY	17.6	14,750				

WOMEN (18+)				MEN (18+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	HOTEL#	19.3	16,920	1	ABC SUNDAY NIGHT MOVIE	19.5	15,390
2	MISS AMERICA PAGEANT(S)	17.1	14,960	2	LIFES-EMBARASSING MOMENTS(S)	17.5	13,830
3	TU MOVIE OF THE WEEK-NBC(S)	17.1	14,940	3	CBS NFL FOOTBALL-POST#	17.1	13,500
4	LIFES-EMBARASSING MOMENTS(S)	16.7	14,570	4	A TEAM	16.7	13,170
5	NBC MONDAY NIGHT MOVIES#	15.9	13,870	5	HARDCASTLE & MCCORMICK#	16.7	13,150
6	M*A*S*H SPECIAL(S)	15.6	13,680	6	NFL MONDAY NIGHT FOOTBALL	15.8	12,500
7	REMINGTON STEELE#	15.6	13,660	7	60 MINUTES	15.4	12,140
8	EMMY AWARDS(S)	15.6	13,640	8	HOTEL#	14.8	11,660
9	A TEAM	15.6	13,620	9	CBS NFL FOOTBALL GAME 1	14.5	11,410
10	ABC SUNDAY NIGHT MOVIE	15.3	13,370	10	CBS NFL FOOTBALL GAME 2	13.8	10,860
11	FACTS OF LIFE#	15.0	13,100	11	REMINGTON STEELE#	13.2	10,400
11	M*A*S*H#	15.0	13,100	12	MISS AMERICA PAGEANT(S)	12.7	9,980
13	60 MINUTES	14.8	12,990	13	M*A*S*H SPECIAL(S)	12.2	9,610
14	LOVE BOAT	14.5	12,710	14	9 TO 5#	12.2	9,600
15	CAGNEY & LACEY#	14.5	12,690	15	CBS SPECIAL MOVIE PRES(S)	12.1	9,530
16	NBC'S ALL-STAR HAPPY HOUR(S)	14.4	12,620	16	THREE'S COMPANY#	12.0	9,440
17	HARDCASTLE & MCCORMICK#	14.3	12,480	17	HILL STREET BLUES	11.9	9,360
18	LOTTERY	14.0	12,250	18	ABC NFL FOOTBALL SPCL(S)	11.8	9,330
19	SIMON & SIMON	13.9	12,170	19	FALL GUY	11.7	9,230
20	CBS NFL FOOTBALL-POST#	13.8	12,100	20	20/20#	11.4	9,020
21	20/20#	13.8	12,080				

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 25, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIFES-EMBARASSING MOMENTS(S)	18.8	10,320
2	HOTEL#	17.1	9,390
3	ABC SUNDAY NIGHT MOVIE	16.9	9,290
4	TU MOVIE OF THE WEEK-NBC(S)	16.2	8,930
5	ABC MOVIE SPECIAL(S)	16.2	8,900
6	M*A*S*H SPECIAL(S)	16.1	8,850
7	REMINGTON STEELE#	16.0	8,810
8	A TEAM	15.7	8,650
9	M*A*S*H#	15.7	8,620
10	9 TO 5#	15.4	8,450
11	HARDCASTLE & MCCORMICK#	15.1	8,310
12	MISS AMERICA PAGEANT(S)	14.9	8,180
13	THREE'S COMPANY#	14.8	8,130
14	FACTS OF LIFE#	14.5	7,970
15	CAGNEY & LACEY#	14.4	7,890
16	HILL STREET BLUES	14.1	7,760
17	WE GOT IT MADE	13.7	7,550
18	NEWHART	13.5	7,400
19	TV CENSORED BLOOPERS #5(S)	13.3	7,320
20	NBC MONDAY NIGHT MOVIES#	13.2	7,230
21	EMMY AWARDS(S)	13.0	7,160
22	LOTTERY	12.8	7,040

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BOB HOPE SALUTES NASA(S)	25.4	6,840
2	GEORGE BURNS-80 YRS-SHWBZ(S)	25.2	6,780
3	HOTEL#	23.7	6,380
4	MISS AMERICA PAGEANT(S)	21.4	5,760
5	60 MINUTES	21.3	5,720
6	EMMY AWARDS(S)	21.2	5,710
6	LOVE BOAT	21.2	5,710
8	NBC MONDAY NIGHT MOVIES#	20.2	5,430
9	LOVE BOAT SPECIAL(S)	19.5	5,250
10	NBC'S ALL-STAR HAPPY HOUR(S)	19.0	5,100
11	TU MOVIE OF THE WEEK-NBC(S)	18.8	5,070
12	MAGNUM, P.I.	17.8	4,800
13	SIMON & SIMON	17.7	4,770
14	LOTTERY	17.6	4,740
15	CBS EVENING NEWS-RATHER	17.2	4,640
16	FACTS OF LIFE#	17.2	4,630
17	CBS NFL FOOTBALL-POST#	17.1	4,590
18	20/20#	17.0	4,560
19	ONE DAY AT A TIME	16.9	4,540
20	REAL PEOPLE	16.5	4,440
21	JEFFERSONS	16.5	4,430
22	CAGNEY & LACEY#	16.2	4,360

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	22.1	11,770
2	LIFES-EMBARASSING MOMENTS(S)	20.9	11,090
3	HARDCASTLE & MCCORMICK#	18.9	10,030
4	A TEAM	16.8	8,950
5	NFL MONDAY NIGHT FOOTBALL	15.2	8,060
6	CBS NFL FOOTBALL GAME 1	13.8	7,330
7	REMINGTON STEELE#	13.4	7,110
8	HOTEL#	13.4	7,100
9	HILL STREET BLUES	13.1	6,980
10	CBS NFL FOOTBALL-POST#	13.1	6,970
11	CBS NFL FOOTBALL GAME 2	12.7	6,770
12	M*A*S*H SPECIAL(S)	12.5	6,640
13	9 TO 5#	12.4	6,600
14	CBS SPECIAL MOVIE PRES(S)	12.1	6,450
15	ABC MOVIE SPECIAL(S)	11.9	6,320
16	THREE'S COMPANY#	11.7	6,230
17	60 MINUTES	11.6	6,190
18	FALL GUY	11.5	6,140
19	ABC NFL FOOTBALL SPCL(S)	11.4	6,040
20	MISS AMERICA PAGEANT(S)	10.9	5,820
21	TU MOVIE OF THE WEEK-NBC(S)	10.6	5,640
22	RIPLEY'S BELIEVE IT-NOT	10.6	5,620

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.5	5,010
2	CBS NFL FOOTBALL-POST#	24.4	5,000
3	BOB HOPE SALUTES NASA(S)	19.6	4,010
4	HOTEL#	19.3	3,960
5	A TEAM	18.4	3,770
6	GEORGE BURNS-80 YRS-SHWBZ(S)	18.4	3,760
7	20/20#	17.4	3,570
8	NFL MONDAY NIGHT FOOTBALL	17.1	3,500
9	CBS NFL FOOTBALL GAME 1	16.5	3,380
10	REAL PEOPLE	16.0	3,280
11	CBS NFL FOOTBALL GAME 2	16.0	3,270
12	MAGNUM, P.I.	15.8	3,230
13	EMMY AWARDS(S)	15.2	3,110
14	ABC SUNDAY NIGHT MOVIE	14.8	3,040
15	MISS AMERICA PAGEANT(S)	14.7	3,010
16	SIMON & SIMON	14.6	3,000
17	THREE'S COMPANY#	14.4	2,950
18	ALICE#	14.3	2,930
19	NBC'S ALL-STAR HAPPY HOUR(S)	14.0	2,860
20	FALL GUY	13.8	2,830

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	MEN 25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
*EVENING																																					
A TEAM										26	207	209	A	23.3	38	1953	2029	646	268	698	251	442	420	329	217	676	260	459	398	316	193	260	88	395	255		
TUE.										8.00P	60	NBC A	98	99	B	18.7	31	1567																			
										8.00 - 8.30			A	21.5	36	1802	2042	651	265	703	243	433	413	335	231	680	266	460	384	310	198	249	84	410	259		
										8.30 - 9.00			A	25.0	40	2095	2024	642	271	696	257	451	425	328	209	670	253	459	409	324	188	274	92	384	255		
ABC MOVIE SPECIAL(S)												202	A	18.1	29	1517	1821	681	317	785	403	587	481	280	167	530	295	417	357	176	75^	232	133^	274	149^		
2 TUE.										8.30P	150	ABC FF	99		A	16.7	26	1399	1961	660	260	730	345	512	392	273	181	539	278	386	306	204	116^	322	210	370	235
										8.30 - 9.00			A	19.4	30	1626	1929	701	330	816	419	590	474	283	195	550	318	436	361	172	79^	255	124^	308	163		
										9.00 - 9.30			A	19.1	29	1601	1766	687	316	784	410	593	469	266	166	530	288	423	374	182	65^	205	119^	247	127^		
										9.30 - 10.00			A	18.6	30	1559	1719	675	316	784	413	605	504	273	154	521	291	425	375	175	55^	191	105^	223	106^		
										10.00 - 10.30			A	16.7	30	1399	1724	678	356	806	427	631	538	298	143^	500	295	403	363	153^	52^	184	113^	234	113^		
ABC NEWSBRIEF-M-F										235	185	188	A	15.4	25	1291	1694	711	291	776	288	486	432	352	242	598	241	388	332	274	168	151	87	169	105		
MON.										8.58P	1	ABC N	94	96	B	14.8	24	1240																			
1 TUE.										9.58P	1																										
1 THU.										8.28P	1																										
2 TUE.										9.58P	1																										
2 WED.										10.02P	1																										
ABC NEWSBRIEF-SAT.										47	190	187	A	16.7	30	1399	1625	818	330	882	278	434	435	336	385	477	177	281	237	185	182	136	85	130	107		
1 SAT.										10.01P	2	ABC N	97	97	B	17.8	31	1492																			
2 SAT.										9.58P	1																										
ABC NEWSBRIEF-SUN.										48	194	188	A	21.4	34	1793	1770	616	265	656	238	453	452	376	134	853	361	662	549	439	157	146	47^	115	56^		
1 SUN.										10.00P	1	ABC N	98	97	B	16.2	26	1358																			
2 SUN.										10.00P	2																										
ABC NFL FOOTBALL SPCL(S)										203			A	12.9	23	1081	1440	409	180^	438	185^	281	253	175^	134^	863	313	559	556	405	235	43^	LT	96^	67^		
1 THU.										8.30P	184	ABC SE	98		A	10.6	18	888	1423	411	153^	430	213^	283	217^	126^	138^	831	304	548	502	356	248^	39^	22^	123^	73^
										8.30 - 9.00			A	13.3	22	1115	1484	407	156^	419	170^	277	267	184^	113^	905	302	570	558	420	279	30^	LT	130^	93^		
										9.00 - 9.30			A	13.9	23	1165	1458	396	168^	406	164^	270	277	182^	108^	907	338	611	602	411	231	29^	LT	116^	91^		
										9.30 - 10.00			A	14.5	25	1215	1370	377	178^	396	144^	243	235	185^	128^	865	329	574	588	411	208	48^	LT	61^	47^		
										10.00 - 10.30			A	14.3	26	1198	1428	432	196	467	200	308	260	195	139^	816	292	505	524	394	225	58^	LT	87^	58^		
										10.30 - 11.00			A	11.7	25	980	1472	422	224^	511	229^	318	260	169^	170^	836	300	543	548	423	216^	59^	LT	66^	47^		
ABC SPORTS UPDATE-SAT										48	194	188	A	14.9	27	1249	1721	816	257	874	247	383	394	343	418	508	158	292	265	226	202	142	68^	197	139		
1 SAT.										9.39P	1	ABC SN	98	95	B	14.6	26	1223																			
2 SAT.										8.58P	1																										
ABC SPORTS UPDATE-SUN										46	197	199	A	21.5	34	1802	1996	705	299	773	298	539	487	395	186	743	322	591	487	371	122	237	112	243	155		
1 SUN.										8.32P	2	ABC SN	99	98	B	14.5	24	1215																			
2 SUN.										8.27P	1																										
ABC SUNDAY NIGHT MOVIE										39	202	201	A	22.9	38	1919	1757	650	282	697	253	485	469	385	149	803	320	613	532	420	160	147	48^	110	61^		
1 SUN.										9.00P	113	ABC FF	99	99	B	16.5	27	1383																			
2 SUN.										9.00P	142				A	22.6	35	1894	1807	667	287	725	264	512	493	398	154	771	289	582	519	412	160	181	67	130	74
										9.00 - 9.30			A	23.9	37	2003	1783	673	287	724	260	508	492	398	152	772	303	583	508	407	157	173	61	114	58^		
										9.30 - 10.00			A	24.0	39	2011	1764	656	283	700	248	479	470	390	147	824	342	640	545	424	152	140	45^	100	47^		
										10.00 - 10.30			A	22.8	41	1911	1701	637	284	676	242	465	451	377	145	825	339	637	546	427	161	110	24^	90	52^		
										10.30 - 11.00			A	18.4	36	1542	1612	544	237	553	220	378	367	295	132^	853	335	653	592	460	163	68^	21^	138^	108^		
ABC WORLD NEWS TONIGHT										240	201	203	A	9.2	18	771	1467	691	224	739	208	368	354	317	314	567	171	296	256	257	245	76	42^	85	42^		
M-F										6.30P	30	ABC N	98	99	B	10.8	20	905																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE % (0,000)			18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+									
EVENING CONT'D																																	
CBS SPECIAL MOVIE -CONT'D																																	
		9.00 - 9.30							A	16.7	29	1399	1811	583	290	658	208	346	328	339	230	675	302	458	347	297	190	143 [^]	51 [^]	335	233		
		9.30 - 10.00							A	16.0	28	1341	1875	594	289	656	238	362	349	327	204	696	324	488	395	306	175	205	79 [^]	318	247		
		10.00 - 10.30							A	16.2	30	1358	1755	605	307	646	191	384	370	360	197	718	277	478	454	371	169 [^]	195	69 [^]	196	129 [^]		
		10.30 - 11.00							A	15.6	29	1307	1813	612	330	660	194	415	397	390	182	725	254	482	471	408	163 [^]	196	75 [^]	232	159 [^]		
CBS TUESDAY NIGHT MOVIES							39	198	197	A	11.2	18	939	1428	632	267	677	124 [^]	299	328	397	309	631	103 [^]	307	340	419	260	62 [^]	29 ^v	58 [^]	47 [^]	
1	TUE.	8.00P	180	CBS	FF		99	99	B	15.5	25	1299																					
2	TUE.	9.00P	120																														
		8.00 - 8.30							A	10.5	18	880	1427	535	281	628	172 [^]	322	308	329	244 [^]	655	122 [^]	299	336	423	281	52 ^v	30 ^v	92 [^]	45 ^v		
		8.30 - 9.00							A	10.1	17	846	1447	564	308	644	178 [^]	326	296	333	262 [^]	624	93 [^]	277	319	404	279	68 ^v	32 ^v	111 [^]	70 ^v		
		9.00 - 9.30							A	10.9	17	913	1504	634	260	670	118 [^]	284	319	388	317	682	98 [^]	340	367	469	280	70 [^]	22 ^v	82 [^]	76 [^]		
		9.30 - 10.00							A	11.9	18	997	1459	637	263	671	112 [^]	289	332	402	310	654	101 [^]	324	361	445	266	82 [^]	31 [^]	52 [^]	52 [^]		
		10.00 - 10.30							A	11.7	19	980	1392	668	271	704	108 [^]	310	355	443	320	599	101 [^]	290	326	393	243	57 [^]	33 [^]	32 [^]	20 ^v		
		10.30 - 11.00							A	11.4	20	955	1346	656	241	690	109 [^]	286	326	414	334	584	97 [^]	283	317	388	237	40 [^]	27 ^v	32 [^]	32 [^]		
CBS WEDNESDAY NIGHT MOVIE							35	192	196	A	12.9	22	1081	1640	744	318	776	246	458	451	402	251	638	210	423	399	364	182	110	43 [^]	116	57 [^]	
	WED.	9.00P	120	CBS	FF		97	96	B	14.0	23	1173																					
		9.00 - 9.30							A	11.2	18	939	1749	756	325	785	271	486	468	388	231	681	247	455	411	350	196	130	53 [^]	153	66 [^]		
		9.30 - 10.00							A	12.3	20	1031	1669	776	318	798	259	479	474	402	251	663	217	441	409	382	192	117	49 [^]	91 [^]	35 [^]		
		10.00 - 10.30							A	13.9	24	1165	1645	748	319	780	239	456	448	411	260	635	201	425	406	372	179	110	40 [^]	120	65 [^]		
		10.30 - 11.00							A	14.0	25	1173	1532	708	309	744	222	416	427	404	259	590	190	385	375	347	164	91 [^]	36 [^]	107	62 [^]		
CHEERS							31	197	203	A	15.8	25	1324	1732	760	349	802	307	514	443	337	255	570	232	404	337	267	151	189	139	171	93	
THU. 9.30P 30 NBC CS 98 99										B	14.5	23	1215																				
DIFF'RENT STROKES-SAT.							45	173	203	A	10.1	19	846	2063	667	270	723	238	390	355	338	275	546	179	344	303	262	165	266	130 [^]	528	346	
	SAT.	8.00P	30	NBC	CS		91	91	B	13.4	25	1123																					
DUKES OF HAZZARD							45	201	203	A	13.3	24	1115	1898	589	224	681	201	305	291	306	326	541	169	277	226	284	241	153	69 [^]	523	294	
	FRI.	8.00P	60	CBS	CS		97	99	B	15.2	27	1274																					
		8.00 - 8.30							A	12.8	24	1073	1928	587	235	684	212	312	297	289	324	544	168	272	220	281	247	159	74 [^]	541	283		
		8.30 - 9.00							A	13.9	25	1165	1853	583	214	672	189	292	276	318	330	537	167	278	228	287	237	142	62 [^]	502	302		
DYNASTY							12	205		A	13.3	24	1115	1344	651	254	777	359	503	369	291	244	453	193 [^]	284	239	185 [^]	155 [^]	77 [^]	53 ^v	37 ^v	37 ^v	
1	WED.	10.00P	60	ABC	GD		99		B	10.6	19	888																					
		10.00 - 10.30							A	13.0	23	1089	1354	652	245	765	340	493	364	291	244	462	177 [^]	274	241	208 [^]	174 [^]	79 [^]	56 [^]	48 ^v	48 ^v		
		10.30 - 11.00							A	13.6	25	1140	1326	647	261	784	375	511	373	290	241	444	210	293	236	160 [^]	136 [^]	73 [^]	48 ^v	25 ^v	25 ^v		
EMMY AWARDS(S)							207		A	18.0	30	1508	1625	772	296	905	270	476	427	411	379	544	145 [^]	289	310	287	206	103 [^]	64 [^]	73 [^]	50 [^]		
2	SUN.	8.00P	202	NBC	AC		99		A	15.7	25	1316	1726	797	298	915	283	472	431	396	399	474	107 [^]	209	240	241	220	142 [^]	114 [^]	195	134 [^]		
		8.30 - 9.00							A	18.3	28	1534	1711	763	325	881	246	474	431	416	365	529	125 [^]	272	287	284	211	158	112 [^]	143 [^]	107 [^]		
		9.00 - 9.30							A	20.3	31	1701	1661	789	302	912	264	492	457	429	370	551	151	299	303	282	209	147	90 [^]	51 [^]	31 ^v		
		9.30 - 10.00							A	19.9	30	1668	1655	775	297	909	270	475	428	419	381	598	164	326	344	321	224	104 [^]	58 [^]	44 [^]	24 ^v		
		10.00 - 10.30							A	18.4	30	1542	1580	757	294	899	270	478	424	419	368	570	147 [^]	313	340	316	202	70 [^]	34 ^v	41 [^]	25 ^v		
		10.30 - 11.00							A	17.0	31	1425	1526	772	298	913	290	475	411	402	377	560	158 [^]	317	354	301	187	34 ^v	14 ^v	19 ^v	12 ^v		
		11.00 - 11.30							A	15.5	31	1299	1476	751	257	908	254	446	403	394	405	518	175 [^]	286	294	248	186	36 ^v	14 ^v	14 ^v	14 ^v		
FACTS OF LIFE							1	198	A	19.3	30	1617	1818	717	265	810	310	492	413	300	287	447	189	275	249	171	138 [^]	312	150	249	196		
2	WED.	9.00P	60	NBC	CS		98		B	19.3	30	1617	1818	717	265	810	310	492	413	300	287	447	189	275	249	171	138	312	150	249	196		
		9.00 - 9.30							A	19.4	30	1626	1827	722	262	813	313	492	409	296	292	435	188	268	245	163	134 [^]	326	159	253	191		
		9.30 - 10.00							A	19.2	30	1609	1799	713	269	806	308	495	415	305	281	454	189	281	252	177	140 [^]						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
FALL GUY																														
WED. 8.00P 60 ABC A 20 200 207																														
8.00 - 8.30																														
8.30 - 9.00																														
FAMILY TIES																														
1 WED. 9.30P 30 NBC CS 3 191																														
FANTASY ISLAND																														
2 SAT. 10.00P 60 ABC A 34 203																														
10.00 - 10.30																														
10.30 - 11.00																														
1ST ANNUAL YUMMY AWARDS(S)																														
1 FRI. 8.00P 60 NBC U 185 93																														
8.00 - 8.30																														
8.30 - 9.00																														
FIRST CAMERA																														
SUN. 7.00P 60 NBC DN 2 179 178																														
7.00 - 7.30																														
7.30 - 8.00																														
FOR LOVE AND HONOR																														
1 199																														
2 FRI. 9.00P 120 NBC GD 99																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
FRI MOVIE OF-WEEK-NBC(S)																														
1 FRI. 9.00P 120 NBC FF 186 95																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
FULL HOUSE(S)																														
2 TUE. 8.00P 60 CBS CS 198 99																														
8.00 - 8.30																														
8.30 - 9.00																														
GEORGE BURNS-80 YRS-SHWBZ(S)																														
2 MON. 9.30P 90 NBC CV 197 99																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
GIMME A BREAK																														
THU. 8.00P 30 NBC CS 5 181 200																														
GLORIA																														
2 WED. 8.30P 30 CBS CS 6 190 98																														
8.4 16 704																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																			
GOODNIGHT, BEANTOWN										4	196	197	A	14.3	23	1198	1475	780	375	875	300	502	448	385	335	431	121	245	255	227	152	109	65^	60^	30^
1	SUN.	10.07P	30	CBS	CS	99	99	B	13.5	23	1131																								
2	SUN.	10.06P	30																																
HAPPY DAYS										3	185		A	10.4	18	872	1930	840	445	903	463	633	561	348	197^	465	259^	359	230^	152^	106^	267	232^	295	214^
1	TUE.	8.00P	30	ABC	CS	93		B	11.1	19	930																								
HARDCASTLE & MCCORMICK										1	202		A	20.7	33	1735	1902	670	228	719	261	480	502	369	186	757	285	578	487	418	143	174	63^	252	180
2	SUN.	8.00P	60	ABC	A		99	B	20.7	33	1735	1902	670	228	719	261	480	502	369	186	757	285	578	487	418	143	174	63	252	180					
		8.00 - 8.30						A	19.8	32	1659	1910	659	234	716	265	469	491	350	189	768	283	573	477	422	155	178	64^	248	173					
		8.30 - 9.00						A	21.6	33	1810	1890	681	222	722	255	486	514	387	185	746	287	582	493	412	130	167	63^	255	187					
HART TO HART										37	203		A	16.2	28	1358	1433	725	324	765	268	517	441	418	205	537	250	377	306	244	128^	110^	68^	21^	17^
1	TUE.	10.00P	60	ABC	PD		99	B	18.2	31	1525																								
		10.00 - 10.30						A	16.4	28	1374	1414	709	300	742	267	520	431	406	184	547	253	378	297	249	137^	104^	56^	21^	21^					
		10.30 - 11.00						A	16.0	29	1341	1445	736	347	784	267	511	449	429	227	524	245	373	314	237	118^	117^	79^	20^	13^					
HILL STREET BLUES										47	208	210	A	17.1	30	1433	1547	704	293	752	297	542	450	364	190	653	283	486	421	317	152	73^	25^	69^	44^
	THU.	10.00P	60	NBC	OP		99	B	17.7	30	1483																								
		10.00 - 10.30						A	17.0	29	1425	1560	709	306	759	310	558	467	360	179	641	281	479	415	309	146	82	29^	78^	51^					
		10.30 - 11.00						A	17.2	32	1441	1526	694	279	741	284	523	435	364	198	660	285	493	427	324	154	64^	22^	61^	39^					
HOTEL										1	203		A	23.7	38	1986	1571	772	305	854	263	473	482	435	323	586	215	357	319	279	199	81^	44^	50^	36^
2	WED.	9.00P	116	ABC	GD		99	B	23.7	38	1986	1571	772	305	854	263	473	482	435	323	586	215	357	319	279	199	81	44	50	36					
9.00 - 9.30													A	22.4	35	1877	1597	745	291	824	257	463	476	417	302	582	205	334	313	286	216	88^	50^	103^	78^
9.30 - 10.00													A	23.4	36	1961	1556	754	298	839	257	464	477	428	318	582	209	354	320	291	199	87^	41^	48^	35^
10.00 - 10.30													A	24.7	41	2070	1556	781	313	868	269	476	483	437	334	580	219	367	319	266	187	82^	44^	26^	17^
10.30 - 11.00													A	24.4	42	2045	1577	802	312	880	263	491	495	459	333	605	230	377	331	273	194	70^	43^	22^	15^
JEFFERSONS										44	197	194	A	16.6	25	1391	1598	751	377	834	302	470	425	341	318	480	120	251	272	256	179	157	85	127	89
1	SUN.	9.37P	30	CBS	CS	99	99	B	18.6	29	1559																								
2	SUN.	9.36P	30																																
JOANIE LOVES CHACHI										13	187		A	11.8	19	989	1822	841	391	889	430	647	572	401	159^	447	190^	308	272	215^	104^	248	203^	238	171^
1	TUE.	8.30P	30	ABC	CS		92	B	11.1	20	930																								
JUST OUR LUCK										1	205		A	14.7	24	1232	2204	683	333	763	346	509	366	276	203	564	302	392	329	172^	132^	342	203	535	339
2	TUE.	8.00P	30	ABC	CS		99	B	14.7	24	1232	2204	683	333	763	346	509	366	276	203	564	302	392	329	172	132	342	203	535	339					
KNIGHT RIDER										3	198		A	13.0	21	1089	2062	696	350	753	330	483	485	297	210^	681	237	437	459	349	178^	239	66^	389	237
1	SUN.	8.00P	60	NBC	A		96	B	14.8	26	1240																								
		8.00 - 8.30						A	12.0	20	1006	2097	734	396	789	357	501	504	300	220^	671	239	436	455	338	174^	218^	59^	419	241					
		8.30 - 9.00						A	14.0	22	1173	2020	661	311	719	309	467	470	289	198	685	234	434	462	358	178^	253	69^	363	232					
KNOTS LANDING										12	199	198	A	13.9	25	1165	1473	779	319	895	322	497	427	350	354	381	143	240	195	184	123	94^	56^	103	50^
	THU.	10.00P	60	CBS	GD		99	B	11.7	21	980																								
		10.00 - 10.30						A	14.2	24	1190	1461	763	317	871	310	479	418	338	345	372	131	221	183	183	131	107	65^	111	51^					
		10.30 - 11.00						A	13.6	25	1140	1479	794	322	919	333	515	438	362	361	391	156	261	204	183	119	78^	46^	91^	48^					
LIFES-EMBARASSING MOMENTS(S)										202			A	21.7	35	1818	2050	722	338	801	315	566	482	404	192	763	351	611	494	357	127^	265	136	221	139
1	SUN.	8.00P	60	ABC	U		99	A	19.3	32	1617	2097	729	338	808	317	568	484	402	198	775	350	627	508	369	123^	275	145	239	150					
		8.00 - 8.30						A	24.1	38	2020	2004	717	336	793	314	567	477	407	184	743	344	593	485	347	124	260	125	208	130					
		8.30 - 9.00																																	
LOTTERY										2	201	202	A	17.4	30	1458	1708	769	325	840	276	483	428	362	325	485	154	277	276	252	171	158	76^	225	152
CONT'D																																			

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
															WOMEN										MEN					TEENS (12-17)			CHILDREN (2-11)	
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D										B	17.4	30	1458	1708	769	325	840	276	483	428	362	325	485	154	277	276	252	171	158	76	225	152		
LOTTERY-CONT'D										A	16.9	30	1416	1726	771	330	846	282	484	423	357	330	478	156	278	276	240	164	157	71	245	163		
FRI. 9.00P 60 ABC A 99 99										A	17.9	31	1500	1679	768	318	832	269	481	433	366	321	490	151	274	275	262	176	154	79	203	139		
LOVE BOAT 45 199 200										A	17.1	31	1433	1694	822	322	888	266	422	427	330	400	471	164	267	227	185	192	153	87	182	137		
1 SAT. 9.00P 120 ABC CS 97 99										B	18.5	33	1550																					
2 SAT. 9.00P 60																																		
9.00 - 9.30										A	17.6	31	1475	1761	806	324	878	248	403	408	336	410	482	156	264	218	189	201	190	103	211	147		
9.30 - 10.00										A	18.7	33	1567	1723	793	316	860	241	400	410	329	393	481	148	271	233	207	200	169	85	213	151		
10.00 - 10.30										A	15.0	27	1257	1568	869	317	930	327	465	461	310	400	451	191	262	227	165	177	90	69	97	97		
10.30 - 11.00										A	15.2	28	1274	1581	867	336	927	307	470	477	338	383	444	193	272	231	144	172	95	73	115	115		
LOVE BOAT SPECIAL(S) 201										A	14.5	28	1215	1776	889	309	983	313	494	462	364	432	451	149	227	217	167	197	110	64	232	147		
1 SAT. 8.00P 60 ABC CS 97																																		
8.00 - 8.30										A	14.0	28	1173	1785	877	307	969	312	505	466	357	412	451	151	230	218	156	196	110	63	255	151		
8.30 - 9.00										A	14.9	28	1249	1770	903	312	998	313	483	462	372	453	448	145	222	212	176	200	112	66	212	143		
MAGNUM, P.I. 46 205 202										A	19.1	32	1601	1699	676	244	727	220	394	360	339	299	556	192	328	288	240	203	191	74	225	134		
THU. 8.00P 60 CBS PD 99 99										B	20.3	34	1701																					
8.00 - 8.30										A	17.7	30	1483	1639	664	235	716	216	374	346	326	308	552	190	314	281	233	215	155	58	216	122		
8.30 - 9.00										A	20.6	33	1726	1738	684	250	733	226	408	368	344	292	553	193	335	294	241	190	220	86	232	142		
MAMA'S FAMILY 5 183 201										A	14.1	23	1182	1779	730	331	841	299	475	404	327	329	425	142	215	220	185	173	147	104	366	211		
THU. 8.30P 30 NBC CS 91 98										B	13.6	24	1140																					
M*A*S*H SPECIAL(S) 197										A	19.6	30	1642	1854	723	418	832	337	538	487	364	252	585	272	404	365	234	139	209	97	228	135		
2 MON. 8.00P 150 CBS CS 99																																		
8.00 - 8.30										A	16.9	27	1416	1707	628	341	730	276	430	392	307	263	546	249	355	319	207	149	164	93	247	167		
8.30 - 9.00										A	18.1	28	1517	1842	666	434	809	339	512	450	328	256	538	240	363	334	219	136	197	89	298	209		
9.00 - 9.30										A	20.3	30	1701	1844	731	423	831	345	536	489	352	252	577	291	391	347	200	149	202	91	234	134		
9.30 - 10.00										A	21.1	32	1768	1930	777	436	874	361	577	519	382	257	612	278	436	394	251	139	234	107	210	111		
10.00 - 10.30										A	21.5	33	1802	1921	798	450	899	361	617	567	431	236	641	297	465	421	279	126	216	102	165	74		
M*A*S*H 13 195										A	18.3	28	1534	1638	761	372	853	359	562	443	350	250	467	135	354	313	221	113	155	58	163	103		
1 MON. 9.00P 30 CBS CS 99										B	16.3	26	1366																					
MATT HOUSTON 2 202 203										A	16.3	30	1366	1592	772	286	830	269	507	470	384	272	516	178	315	288	266	160	118	67	128	81		
FRI. 10.00P 60 ABC PD 99 99										B	16.3	30	1366	1592	772	286	830	269	507	470	384	272	516	178	315	288	266	160	118	67	128	81		
10.00 - 10.30										A	15.8	29	1324	1592	778	282	836	264	508	468	390	280	504	165	305	285	268	157	109	61	143	85		
10.30 - 11.00										A	16.9	32	1416	1575	757	286	815	271	501	468	375	262	522	188	321	286	264	160	124	71	114	75		
MISS AMERICA PAGEANT(S) 208										A	20.5	40	1718	1644	805	318	871	220	477	465	487	335	582	149	338	370	316	176	90	81	101	96		
1 SAT. 10.00P 129 NBC AC 99																																		
10.00 - 10.30										A	18.6	33	1559	1791	817	356	899	222	502	480	509	329	636	169	385	405	335	195	79	70	177	161		
10.30 - 11.00										A	19.6	36	1642	1663	795	325	871	203	459	459	485	342	622	165	379	409	332	175	69	69	101	101		
11.00 - 11.30										A	20.8	41	1743	1576	822	318	872	215	459	452	483	353	534	120	295	338	293	173	90	90	80	77		
11.30 - 12.00										A	22.6	49	1894	1615	810	283	862	231	488	480	483	324	556	136	317	355	318	165	120	91	77	72		
12.00 - 12.30										A	22.0	54	1844	1483	727	298	813	237	470	431	467	300	540	181	304	302	281	164	82	82	48	40		
MR. SMITH 1 199										A	11.9	22	997	1761	655	202	722	235	423	414	324	262	584	278	412	345	224	169	140	53	315	228		
2 FRI. 8.00P 60 NBC CS 99										B	11.9	22	997	1761	655	202	722	235	423	414	324	262	584	278	412	345	224	169	140	53	315	228		
8.00 - 8.30										A	12.3	23	1031	1750	639	239	732	259	448	415	319	254	567	262	386	329	215	175	135	58	316	231		
8.30 - 9.00										A	11.6	20	972	1746	667	160	704	206	391	405	327	269	595	292	433	354	228	162	138	44	309	223		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																		
NCAA FOOTBALL SPEC-CONT'D																																		
11.30 - 12.00														A	8.9	22	746	1299	343	161	343	38	120	193	230	150	839	214	451	449	474	304	50	67
12.00 - 12.30														A	8.1	22	679	1305	410	137	427	77	186	246	292	181	764	161	376	393	453	321	17	97
NEW HART														A	16.5	26	1383	1552	751	375	839	327	535	457	373	256	517	202	341	329	256	132	116	55
1 MON. 9.30P 30 CBS CS														B	15.7	25	1316																	
2 MON. 10.30P 30																																		
NEWSBREAK-M-F														A	12.0	19	1006	1777	672	286	747	262	413	377	307	290	553	212	329	288	238	190	170	80
1 M-WTHF 8.58P 1 CBS N														B	13.7	22	1148																	
1 TUE. 9.03P 1																																		
2 MON. 9.11P 2																																		
2 TU-F 8.58P 1																																		
NEWSBREAK-SAT.														A	9.2	17	771	2091	520	183	537	248	374	339	228	138	624	253	442	343	287	157	358	210
SAT. 8.57P 2 CBS N														B	10.3	19	863																	
NEWSBREAK-SUN.														A	14.5	22	1215	1607	754	370	822	313	443	397	310	335	447	119	227	266	230	166	141	86
SUN. 9.35P 1 CBS N														B	16.1	25	1349																	
NFL MONDAY NIGHT FOOTBALL														A	16.0	27	1341	1574	446	214	464	135	275	286	260	145	932	366	601	544	419	262	105	29
1 MON. 9.00P 180 ABC SE														B	16.0	27	1341	1574	446	214	464	135	275	286	260	145	932	366	601	544	419	262	105	29
2 MON. 9.00P 185																																		
9.00 - 9.30														A	15.6	25	1307	1639	467	238	508	165	318	308	264	153	885	346	550	495	391	269	114	37
9.30 - 10.00														A	17.3	27	1450	1606	451	232	478	133	291	284	270	149	871	331	527	495	382	273	139	52
10.00 - 10.30														A	18.0	28	1508	1577	463	231	475	133	301	296	272	141	936	350	602	577	440	258	103	24
10.30 - 11.00														A	16.9	27	1416	1566	461	232	471	139	299	299	274	134	956	388	643	592	449	236	103	24
11.00 - 11.30														A	15.2	29	1274	1501	408	188	417	127	238	264	234	131	953	390	638	550	423	249	88	16
11.30 - 12.00														A	14.0	33	1173	1506	419	154	424	120	203	259	224	153	965	390	623	534	402	277	69	10
9 TO 5														A	19.2	30	1609	1696	666	257	716	309	526	402	324	177	597	243	411	325	295	166	227	170
1 TUE. 9.30P 30 ABC CS														B	17.8	28	1492																	
NO MAN'S VALLEY(S)														A	11.0	18	922	2078	665	417	750	341	501	421	268	225	488	195	384	326	229	104	302	113
1 MON. 8.00P 30 CBS CS																																		
ONE DAY AT A TIME														A	15.8	24	1324	1665	765	352	838	302	445	403	328	343	494	135	261	280	253	193	160	90
1 SUN. 9.07P 30 CBS CS														B	14.2	26	1190																	
2 SUN. 9.06P 30																																		
REAL PEOPLE														A	15.1	26	1265	1542	664	233	721	200	324	312	313	351	537	137	239	238	250	259	149	84
1 WED. 8.00P 90 NBC PV														B	15.1	26	1265	1542	664	233	721	200	324	312	313	351	537	137	239	238	250	259	149	84
2 WED. 8.00P 60																																		
8.00 - 8.30														A	14.2	25	1190	1502	654	223	692	159	291	299	329	353	503	122	206	213	227	267	139	79
8.30 - 9.00														A	15.6	26	1307	1532	650	217	715	179	299	300	322	363	533	129	227	233	251	268	148	74
9.00 - 9.30														A	16.4	27	1374	1594	691	272	768	312	422	351	257	312	584	177	314	284	284	219	168	106
REMINGTON STEELE														A	20.1	32	1684	1730	729	380	811	313	524	495	382	242	618	249	422	423	300	164	177	65
2 TUE. 9.00P 120 NBC PD														B	20.1	32	1684	1730	729	380	811	313	524	495	382	242	618	249	422	423	300	164	177	65
9.00 - 9.30														A	21.3	33	1785	1727	686	350	761	273	482	465	369	236	622	261	416	412	288	175	198	63
9.30 - 10.00														A	21.0	32	1760	1767	723	375	804	311	507	486	371	247	601	239	405	410	291	168	216	73
10.00 - 10.30														A	19.7	32	1651	1749	754	397	836	331	565	527	394	230	633	254	446	438	316	155	156	63
10.30 - 11.00														A	18.3	33	1534	1664	760	401	849	342	545	500	392	260	612	246	422	432	298	155	132	60

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
															TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+								
EVENING CONT'D																																				
RIPLEY'S BELIEVE IT-NOT																	2031	670	273	762	315	498	473	325	220	788	383	589	416	336	165	228	108^	253	166	
SUN. 7.00P 60 ABC U																																				
7.00 - 7.30																	2000	665	255	758	324	494	458	310	226	776	364	564	418	338	178	222	108^	244	146	
7.30 - 8.00																	2062	676	286	767	307	503	486	338	215	798	402	610	410	332	155	236	110	261	181	
ST. ELSEWHERE																	1435	688	284	765	284	483	410	328	243	540	221	367	344	238	131	85^	41^	45^	27^	
WED. 10.00P 60 NBC GD																																				
10.00 - 10.30																	1433	688	290	761	288	486	410	321	235	532	225	360	337	226	129	85^	36^	55^	34^	
10.30 - 11.00																	1439	690	275	771	283	483	412	335	252	548	217	378	353	249	131	86^	47^	34^	18^	
SATURDAY MORNING PREVIEW(S)																	1900	514	270^	672	248^	416	334	276^	213^	492	158^	386	355	294^	74^	170^	37^	566	328	
1 WED. 8.00P 30 CBS EA																																				
SAT MOVIE OF THE WEEK-NBC(S)																	1864	697	252^	757	205^	423	410	423	259	548	142^	377	351	315	162^	360	142^	199^	171^	
2 SAT. 9.00P 120 NBC FF																																				
9.00 - 9.30																	1951	686	272	757	215^	429	417	425	254^	552	144^	388	361	320	152^	381	143^	261^	214^	
9.30 - 10.00																	1837	644	252^	698	191^	380	381	412	242^	532	156^	354	319	292	167^	383	153^	224^	187^	
10.00 - 10.30																	1854	713	253	769	215^	432	412	409	263	560	149^	386	356	321	163^	362	140^	163^	146^	
10.30 - 11.00																	1824	734	231^	786	197^	438	420	438	275	555	123^	387	363	330	168^	323	139^	160^	142^	
SILVER SPOONS																	1925	642	273	693	200	364	347	333	271	493	168	322	299	227	142	235	89^	504	348	
SAT. 8.30P 30 NBC CS																																				
SIMON & SIMON																	1679	716	274	776	240	423	398	351	304	554	185	333	297	270	191	163	64^	186	130	
THU. 9.00P 60 CBS PD																	1685	708	272	765	235	413	389	347	303	551	191	337	295	264	185	162	59^	207	139	
9.00 - 9.30																	1667	723	275	785	248	433	406	352	304	556	178	330	300	277	196	161	66^	165	121	
9.30 - 10.00																																				
60 MINUTES																	1689	707	340	775	223	368	371	333	341	723	196	368	373	350	299	119	56^	72	48^	
1 SUN. 7.37P 60 CBS DN																																				
2 SUN. 8.06P 60																	1689	707	340	775	223	368	371	333	341	723	196	368	373	350	299	119	56	72	48	
7.30 - 8.00																	1685	676	336	751	244	401	378	297	294	757	216	413	432	347	281	100^	41^	77^	60^	
8.00 - 8.30																	1662	698	325	758	208	342	361	324	344	720	198	359	369	343	297	118	52^	66^	46^	
8.30 - 9.00																	1746	746	366	819	226	381	377	370	375	731	187	366	354	373	321	128	70^	68^	40^	
9.00 - 9.30																	1733	759	374	848	293	448	400	361	364	616	160	291	300	308	281	140^	59^	129^	79^	
SQUARE PEGS																	1856	675	392	757	388	561	417	271	152^	386	152^	300	273	189^	86^	222^	108^	491	324	
1 MON. 8.30P 30 CBS CS																																				
T.J. HOOKER																	1831	764	262	833	238	410	383	337	370	647	198^	401	358	319	216	145^	63^	206^	151^	
2 SAT. 8.00P 60 ABC OP																																				
8.00 - 8.30																	1852	766	260	822	235^	403	371	326	370	684	217^	421	372	331	234^	134^	62^	212^	157^	
8.30 - 9.00																	1818	767	263	844	238	415	399	351	369	617	182^	386	347	307	202	156^	64^	201	149^	
TV CENSORED BLOOPERS #5(S)																	1940	745	364	834	264	533	487	446	250	594	210	382	390	295	165^	245	152^	267	221	
1 SAT. 9.00P 60 NBC CV																																				
9.00 - 9.30																	1905	709	350	804	232	480	454	433	272	558	195	357	366	278	161^	223	130^	320	266	
9.30 - 10.00																	1953	771	373	852	289	576	513	457	225	621	220	402	412	309	166	266	172	214	177	
THAT'S INCREDIBLE																	2100	717	352	727	279	458	422	307	206^	756	275	487	418	405	208^	221	97^	396	241	
2 MON. 8.00P 60 ABC PV																																				
8.00 - 8.30																	2100	717	352	727	279	458	422	307	206	756	275	487	418	405	208	221	97	396	241	
8.30 - 9.00																	2182	742	375	753	321	486	448	285	203^	770	303	515	439	395	198^	249	112^	410	253	
																	2037	698	334	707	244	436	401	328	210	745	253	466	402	415	215	198^	84^	387	232	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+				
EVENING CONT'D																																
THAT'S INCREDIBLE SPEC.(S)										188	A 11.3	19	947	1698	611	282	661	219^	357	415	287	209^	706	343	453	372	259	183^	121^	99^	210^	129^
1 MON. 8.00P 60 ABC PV										94	A 10.8	18	905	1720	556	295	617	206^	325	395	261	198^	713	344	448	389	268	185^	139^	111^	251^	151^
8.00 - 8.30											A 11.8	19	989	1664	657	266	696	230^	381	432	307	217^	692	339	452	351	250	181^	105^	87^	171^	106^
8.30 - 9.00																																
THREE'S COMPANY										41	A 19.7	31	1651	1647	678	223	707	313	493	407	318	186	572	209	377	306	294	178	204	150	164	95^
1 TUE. 9.00P 30 ABC CS										98	B 19.0	30	1592																			
TOO CLOSE FOR COMFORT										6	A 9.6	17	804	1575	502	200^	553	280^	356	297	205^	155^	730	315	460	406	293	181^	133^	106^	159^	124^
1 THU. 8.00P 30 ABC CS										93	B 9.6	18	804																			
TRAPPER JOHN, M.D.										41	A 12.9	25	1081	1383	754	322	852	273	455	404	391	354	423	117	264	273	229	134	67^	50^	41^	16^
1 SUN. 10.37P 60 CBS GD										198	B 17.8	31	1492																			
2 SUN. 10.36P 60										99																						
10.30 - 11.00											A 12.7	22	1064	1427	803	359	909	292	498	443	421	366	408	104^	240	242	224	140	82^	60^	28^	8^
11.00 - 11.30											A 13.1	26	1098	1362	727	303	822	264	432	378	372	350	436	124	281	291	235	132	58^	47^	46^	19^
11.30 - 12.00											A 13.0	32	1089	1267	697	264	759	220	387	373	379	327	406	143	267	269	196	125	45^	35^	57^	26^
TRAUMA CENTER										1	A 15.5	25	1299	1765	698	275	764	279	504	429	388	226	615	205	394	338	339	180	221	112^	165^	114^
2 THU. 8.00P 120 ABC GD										203	B 15.5	25	1299	1765	698	275	764	279	504	429	388	226	615	205	394	338	339	180	221	112	165	114
8.00 - 9.30										98	A 13.8	23	1156	1808	699	266	763	273	483	388	369	259	606	188^	345	279	327	228	212	100^	227	168^
8.30 - 9.00											A 15.1	24	1265	1830	702	277	767	278	496	427	383	236	597	216	373	304	315	183	249	134^	217	162^
9.00 - 9.30											A 16.2	25	1358	1689	709	272	768	273	515	448	399	221	615	201	409	360	344	164^	197	104^	109^	69^
9.30 - 10.00											A 17.0	26	1425	1728	683	275	753	287	518	439	395	195	632	212	430	391	358	150^	219	106^	124^	72^
TU MOVIE OF THE WEEK-NBC(S)										197	A 19.1	32	1601	1595	877	319	933	329	558	493	430	316	517	197	353	294	210	162	99^	42^	46^	20^
1 TUE. 9.00P 115 NBC FF										98																						
9.00 - 9.30											A 17.1	27	1433	1609	863	350	931	348	565	501	397	309	515	190	359	307	215	152^	77^	LT	86^	41^
9.30 - 10.00											A 18.8	30	1575	1591	859	313	915	322	545	483	407	315	502	173	337	291	215	165	120^	51^	54^	20^
10.00 - 10.30											A 20.4	34	1710	1633	890	296	942	320	558	495	449	322	521	201	351	293	208	170	131^	71^	39^	17^
10.30 - 11.00											A 20.1	36	1684	1555	904	322	956	331	571	500	470	322	534	226	369	288	201	165	61^	41^	4^	LT
20/20										1	A 17.5	30	1467	1606	790	280	822	198	446	441	491	310	615	140^	294	337	361	244	110^	84^	59^	40^
2 THU. 10.00P 60 ABC DN										202	B 17.5	30	1467	1606	790	280	822	198	446	441	491	310	615	140	294	337	361	244	110	84	59	40
10.00 - 10.30										99	A 17.5	29	1467	1643	782	287	815	197	445	434	485	310	622	151^	307	344	360	241	129^	94^	77^	54^
10.30 - 11.00											A 17.5	31	1467	1562	799	273	831	197	450	448	499	311	603	127^	277	333	362	243	86^	71^	42^	24^
TWO MARRIAGES										3	A 13.9	23	1165	1542	727	274	814	311	550	436	361	230	484	202	338	282	214	137^	110^	70^	134^	75^
1 WED. 9.00P 60 ABC GD										200	B 13.6	23	1140																			
9.00 - 9.30										99	A 13.3	22	1115	1539	723	279	801	302	534	431	356	233	498	215	349	294	212	140^	108^	57^	132^	67^
9.30 - 10.00											A 14.5	24	1215	1539	730	267	823	320	566	437	366	226	468	191	327	269	212	133^	112^	81^	136^	84^
WALT DISNEY										9	A 9.7	18	813	2132	456	193	505	254	377	331	211	102^	610	273	452	381	260	126^	346	186	671	405
SAT. 8.00P 60 CBS FV										181	B 7.8	17	654																			
8.00 - 8.30										97	A 9.2	18	771	2101	409	186	493	252	361	306	197	103^	590	269	424	359	235	134^	329	171	689	422
8.30 - 9.00										91	A 10.2	19	855	2144	494	198	510	255	386	347	219	103^	624	278	473	395	279	118^	357	198	653	390
WEBSTER										2	A 16.8	30	1408	1677	742	340	833	308	500	421	334	293	495	158	282	272	239	178	152	103	197	119
FRI. 8.30P 30 ABC CS										206	B 16.8	30	1408	1677	742	340	833	308	500	421	334	293	495	158	282	272	239	178	152	103	197	119
										206																						
WE GOT IT MADE										2	A 17.0	27	1425	1865	723	343	813	336	530	424	302	257	561	225	386	334	265	147	210	146	281	175
THU. 9.00P 30 NBC CS										204	B 17.0	27	1425	1865	723	343	813	336	530	424	302	257	561	225	386	334	265	147	210	146	281	175
LATE FRINGE																																
ABC NEWS:NIGHTLINE-T-F										95	A 4.5	15	377	1247	598	202	627	157	324	314	316	270	530	158	268	290	261	204	63^	39^	27^	18^
CONT'D										173																						

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PROGRAM NAME		WK	#	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
																TOTAL PERSONS (2+)		LADY WORK- OF ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	WOMEN 18-25-35-			64	55+	TOTAL	18-34	MEN 18-25-35-			64	55+	TOTAL FEM.	TOTAL 6-11		
LATE FRINGE CONT'D																															
LATE MOVIE I-CONT'D																															
1	TUE.	11.30P	71																												
1	WED.	11.30P	72																												
1	FRI.	11.30P	78																												
2	TU & W	11.30P	71																												
2	FRI.	11.30P	77																												
		11.30 - 12.00						A	6.3	18	528	1195	605	296	675	191	376	383	367	234	414	146	249	265	207	126	65^	27v	41^	23v	
		12.00 - 12.30						A	6.0	22	503	1111	545	280	624	168	345	362	337	219	385	151	221	225	174	122	65^	32^	37^	22v	
		12.30 - 1.00						A	5.6	26	469	1098	504	275	564	134	298	317	321	211	426	183	245	241	175	141	91^	60^	17v	13v	
LATE MOVIE II																															
1	MON.	12.40A	48	CBS	FF	10	167	167	A	4.4	27	369	1051	484	250	539	134^	285	320	308	192	461	198	293	308	216	112^	35v	13v	16v	13v
1	TUE.	12.41A	48						B	4.4	27	369	1051	484	250	539	134	285	320	308	192	461	198	293	308	216	112	35	13	16	13
1	WED.	12.42A	45																												
1	THU.	12.40A	50																												
1	FRI.	12.48A	41																												
2	MON.	12.40A	52																												
2	TUE.	12.41A	53																												
2	WED.	12.41A	47																												
2	THU.	12.40A	47																												
2	FRI.	12.47A	42																												
		12.30 - 1.00						A	4.7	25	394	1046	516	266	559	130^	292	333	327	211	434	183	258	276	195	117^	33v	LT	LT	LT	
		1.00 - 1.30						A	4.2	28	352	1071	472	236	523	136^	284	316	299	179	485	210	318	336	232	110^	40v	14v	23v	17v	
NBC LATE NIGHT MOVIE																															
1	SUN.	11.30P	44	NBC	FF	48	63	68	A	1.3	5	109	1064^	384^	101v	513^	220v	330^	266v	257v	137v	551^	285^	405^	266v	220v	146v	LT	LT	LT	LT
2	SUN.	11.53P	44						B	1.6	5	134																			
		11.30 - 12.00						A	1.4	4	117	675^	240v	103v	308^	77v	197v	171v	154v	94v	367^	145v	239v	137v	171v	128v	LT	LT	LT	LT	
		12.00 - 12.30						A	1.3	5	109	1339	468^	92v	614^	330^	422^	322^	284^	146v	725^	440^	578^	395^	248v	147v	LT	LT	LT	LT	
		12.30 - 1.00						A	1.2	6	101	921^	495v	159v	693^	199v	357v	277v	494v	217v	228v	LT	109v	109v	228v	119v	LT	LT	LT	LT	
NBC NEWS OVERNIGHT-M-F																															
1	MTU TH	1.30A	45	NBC	N	238	143	145	A	1.5	14	126	849	365^	111v	405^	151^	326^	254^	214^	72v	436^	238^	317^	317^	150^	79v	LT	LT	LT	LT
1	WED.	1.30A	43						B	1.5	14	126																			
1	FRI.	2.00A	46																												
2	M & TU	1.30A	44																												
2	WED.	1.30A	45																												
2	THU.	1.30A	46																												
2	FRI.	2.00A	44																												
		1.30 - 2.00						A	1.5	14	126	952	413^	159^	492	175^	381^	325^	262^	95v	444^	214^	309^	341^	175^	87v	LT	LT	LT	LT	
		2.00 - 2.30						A	1.4	14	117	906	410^	94v	410^	145^	333^	248^	231^	68v	487	300^	368^	342^	136^	85v	LT	LT	LT	LT	
		2.30 - 3.00						A	1.2	13	101	525^	218v	LT	218v	99v	188v	89v	119v	LT	307^	198v	268v	179v	70v	LT	LT	LT	LT	LT	
SATURDAY NIGHT																															
1	SAT.	12.40A	80	NBC	GV	43	199	201	A	5.5	20	461	1275	533	309	622	329	492	301	231^	119^	394	197^	269	249^	162^	87^	224^	143^	35v	30v
2	SAT.	11.30P	81						B	7.0	21	587																			
		11.30 - 12.00						A	7.8	21	654	1401	538	264^	639	252^	451	341^	335^	165^	416	186^	286^	276^	212^	95^	272^	191^	74v	58v	
		12.00 - 12.30						A	6.6	21	553	1241	459	217^	574	324^	446	268^	190^	128^	369^	205^	205^	229^	130^	107v	265^	211^	33v	33v	
		12.30 - 1.00						A	5.2	19	436	1312	510	322	643	362	509	276	205^	119^	469	235^	340	275	195^	99^	177^	121^	23v	23v	
		1.00 - 1.30						A	4.2	18	352	1202	662	557^	682	457^	617^	316^	160v	65v	420^	204^	340^	301^	176^	40v	100v	LT	LT	LT	
		1.30 - 2.00						A	3.6	20	302	1099	570^	281^	599^	305^	517^	311^	212^	82v	235^	162v	162v	125v	23v	50v	265^	129v	LT	LT	
TONIGHT SHOW																															
M-F	11.30P	60	NBC	GV		239	202	203	A	6.2	20	520	1333	682	255	748	234	427	337	370	292	508	180	329	273	252	158	46^	36^	31^	21v
CONT'D																															

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KE Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																															
EDGE OF NIGHT						237	142	131	A	3.7	12	310	1326	741	177	871	391	571	464	354	241	210	94	130	65	84	80	80	51	165	71
M-F		4.00P	30	ABC	DD	76	73	B	3.7	12	310																				
FACTS OF LIFE M-F						55	147	144	A	2.7	11	226	1327	783	155	903	323	495	407	328	359	252	146	173	116	57	75	66	40	106	26
M-F		12.00N	30	NBC	CS	74	72	B	4.2	16	352																				
FAMILY FEUD						239	174	171	A	3.9	16	327	1287	743	183	835	324	453	394	331	331	287	116	158	119	124	104	64	64	101	28
M-F		12.00N	30	ABC	QP	88	86	B	5.3	20	444																				
FANTASY						243	150	139	A	2.9	10	243	1337	700	226	807	255	448	436	358	313	392	124	235	196	197	121	40	LT	98	62
M-F		3.00P	60	NBC	QG	81	78	B	3.5	12	293																				
3.00 - 3.30								A	2.8	10	235	1294	728	217	834	281	460	450	354	324	348	106	203	179	178	102	35	LT	77	38	
3.30 - 4.00								A	3.0	9	251	1343	670	232	765	227	426	415	355	294	422	140	259	215	211	128	44	LT	112	80	
GENERAL HOSPITAL						237	206	206	A	9.9	33	830	1306	794	226	915	463	683	495	342	208	183	92	121	76	72	62	128	112	80	47
M-F		3.00P	60	ABC	DD	99	99	B	9.9	33	830																				
3.00 - 3.30								A	9.5	33	796	1291	804	228	931	474	695	497	345	214	171	85	111	70	68	60	109	96	80	43	
3.30 - 4.00								A	10.2	32	855	1323	792	224	909	457	679	497	345	205	188	97	126	78	74	62	142	126	84	51	
GOOD MORNING, AMERICA-730						239	205	204	A	4.5	24	377	1220	735	281	735	229	427	398	352	249	344	79	143	138	165	185	45	LT	96	80
M-F		7.30A	30	ABC	N	99	99	B	5.0	27	419																				
GOOD MORNING, AMERICA-830						238	203	203	A	5.0	26	419	1115	766	178	790	224	441	411	385	286	299	62	86	80	143	196	LT	LT	16	LT
M-F		8.30A	30	ABC	N	99	99	B	5.5	26	461																				
GUIDING LIGHT						240	202	203	A	7.3	24	612	1271	811	153	917	239	430	383	467	407	212	78	95	81	74	109	88	55	54	19
M-F		3.00P	60	CBS	DD	99	99	B	7.4	25	620																				
3.00 - 3.30								A	7.2	25	603	1257	811	139	921	241	415	367	456	421	206	73	88	76	73	109	79	46	51	17	
3.30 - 4.00								A	7.4	23	620	1279	805	161	910	236	440	392	474	395	216	79	97	83	76	111	96	64	57	21	
LOVING						59	204	201	A	3.4	15	285	1116	691	225	779	355	548	435	291	218	253	137	152	109	80	81	42	42	42	LT
M-F		11.30A	30	ABC	DD	97	97	B	3.8	15	318																				
NBC NEWS AT SUNRISE						34	165	168	A	1.3	13	109	1147	524	238	560	74	267	330	358	202	559	174	348	403	248	156	LT	LT	LT	LT
M-F		6.30A	30	NBC	N	90	90	B	1.2	13	101																				
NEWSBREAK-11.57						240	182	180	A	6.8	30	570	1158	667	153	723	214	318	282	270	361	331	88	154	115	137	164	LT	LT	97	15
M-F		11.57A	2	CBS	N	91	90	B	7.1	29	595																				
NEWSBREAK-3.57						240	185	185	A	5.6	18	469	1309	819	183	917	250	455	392	472	388	220	83	105	85	73	107	108	76	64	28
M-F		3.57P	2	CBS	N	94	94	B	6.1	19	511																				
ONE LIFE TO LIVE						238	205	205	A	7.6	28	637	1286	830	293	954	491	735	548	372	193	225	130	159	107	74	48	37	24	70	23
M-F		2.00P	60	ABC	DD	99	99	B	8.0	28	670																				
2.00 - 2.30								A	7.4	27	620	1284	827	302	945	493	731	540	362	189	240	142	174	116	77	47	31	21	68	17	
2.30 - 3.00								A	7.8	29	654	1272	834	281	959	490	740	551	379	196	201	117	144	94	66	44	41	26	71	24	
PRESS YOUR LUCK						5	150		A	3.3	16	277	1202	634	188	732	234	357	256	354	368	411	162	245	137	130	166	22	LT	37	26
2 M-F		10.30A	30	CBS	QP		78	B	3.3	16	277	1202	634	188	732	234	357	256	354	368	411	162	245	137	130	166	22	LT	37	26	
PRICE IS RIGHT 1						240	205	204	A	6.0	29	503	1252	695	144	756	213	353	301	319	366	375	122	169	111	135	183	LT	LT	117	20
M-F		11.00A	30	CBS	AP	99	99	B	6.7	30	561																				
PRICE IS RIGHT 2						241	204	204	A	8.0	36	670	1213	703	138	759	213	355	308	313	359	356	97	156	108	142	187	LT	LT	95	12
M-F		11.30A	30	CBS	AP	98	99	B	8.7	37	729																				
RYAN'S HOPE						238	180	176	A	4.4	17	369	1263	803	236	909	518	713	504	301	166	219	97	156	119	97	60	43	43	92	LT
M-F		12.30P	30	ABC	DD	95	94	B	5.3	20	444																				

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
AMERICAN BANDSTAND-CONT'D																															
1	SAT.	12.30P	60	ABC	PC	86		B	4.5	15	377	2021	500	276	704	498	637	317	139	67	311	113	155	140	174	105	370	277	636	495	
		12.30 - 1.00						A	3.9	13	327	1994	456	230	652	484	594	267	110	58	282	130	176	104	126	106	377	302	683	462	
		1.00 - 1.30						A	5.0	16	419	2048	537	317	749	510	677	366	167	72	321	98	135	164	205	98	366	261	612	526	
ASK NBC NEWS-8:28AM																															
	SAT.	8.28A	2	NBC	CN	188	194	A	3.6	23	302	1033	74	24	74	47	47	47	27	27	122	92	92	70	30	30	26	26	811	430	
						95	95	B	3.6	23	302	1033	74	24	74	47	47	47	27	27	122	92	92	70	30	30	26	26	811	430	
ASK NBC NEWS-12:28PM																															
	SAT.	12.28P	2	NBC	CN	164	146	A	4.6	16	385	1691	287	143	313	188	216	94	98	97	233	113	137	60	57	96	246	85	899	522	
						84	70	B	4.6	16	385	1691	287	143	313	188	216	94	98	97	233	113	137	60	57	96	246	85	899	522	
BENJI, ZAX & THE-PRINCE																															
	SAT.	11.00A	30	CBS	CA	181	192	A	4.4	16	369	1417	249	141	319	128	168	126	119	125	194	126	152	68	68	24	264	54	640	385	
						93	97	B	4.4	16	369	1417	249	141	319	128	168	126	119	125	194	126	152	68	68	24	264	54	640	385	
BEST OF SCOOPY DOO																															
	SAT.	8.00A	30	ABC	CA	183	182	A	3.0	21	251	1681	128	144	183	111	163	163	72	20	186	107	146	108	39	40	359	152	953	618	
						93	93	B	3.0	21	251	1681	128	144	183	111	163	163	72	20	186	107	146	108	39	40	359	152	953	618	
BISKITTS																															
	SAT.	8.00A	30	CBS	CA	175	175	A	3.5	25	293	1693	149	82	149	27	95	95	81	54	286	141	225	174	101	61	195	LT	1063	727	
						93	92	B	3.5	25	293	1693	149	82	149	27	95	95	81	54	286	141	225	174	101	61	195	LT	1063	727	
BUGS BUNNY/ROAD RUNNER 1																															
	SAT.	11.30A	30	CBS	CA	156	169	A	3.8	14	318	1292	283	154	336	126	192	147	163	120	189	116	128	77	53	61	123	22	644	444	
						75	88	B	3.8	14	318	1292	283	154	336	126	192	147	163	120	189	116	128	77	53	61	123	22	644	444	
BUGS BUNNY/ROAD RUNNER 2																															
	2 SAT.	12.00N	30	CBS	CA	172		A	6.4	23	536	1397	209	159	278	156	177	93	122	69	205	49	49	123	156	82	175	65	739	491	
						88		B	6.4	23	536	1397	209	159	278	156	177	93	122	69	205	49	49	123	156	82	175	65	739	491	
BUGS BUNNY/ROAD RUNNER 3																															
	2 SAT.	12.30P	30	CBS	CA	172		A	6.3	22	528	1125	120	107	163	91	103	28	72	44	103	36	36	36	67	67	201	142	658	439	
						88		B	6.3	22	528	1125	120	107	163	91	103	28	72	44	103	36	36	36	67	67	201	142	658	439	
CAPTAIN KANGAROO-SAT																															
	SAT.	7.00A	60	CBS	CL	122	133	A	1.1	15	92	1630	292	109	347	107	195	153	186	152	196	109	163	109	65	LT	131	131	956	619	
		7.00 - 7.30				81	79	B	1.1	15	92	1630	292	109	347	107	195	153	186	152	196	109	163	109	65	LT	131	131	956	619	
		7.30 - 8.00						A	.8	14	67	1522	328	90	447	120	210	90	239	237	136	LT	105	LT	74	LT	89	89	850	627	
								A	1.4	15	117	1624	265	103	265	102	180	180	139	85	214	138	188	128	50	LT	153	153	992	599	
CBS CHILDREN'S FILM FEST.																															
	2 SAT.	1.30P	30	CBS	CL	123		A	1.9	7	159	1403	263	69	263	68	68	68	LT	195	LT	LT	LT	LT	LT	LT	LT	95	95	1045	453
						60		B	1.9	7	159	1403	263	69	263	68	68	68	LT	195	LT	LT	LT	LT	LT	LT	LT	95	95	1045	453
CBS NFL TODAY																															
	SUN.	12.30P	30	CBS	SC	190	191	A	6.9	23	578	1452	315	139	317	83	154	113	113	147	797	292	537	490	404	215	190	22	148	130	
						96	94	B	6.9	23	578	1452	315	139	317	83	154	113	113	147	797	292	537	490	404	215	190	22	148	130	
CBS NFL FOOTBALL GAME 1																															
	1 SUN.	1.00P	201	CBS	SE	206	209	A	16.0	41	1341	1479	378	169	396	130	232	210	198	146	852	314	548	480	390	253	104	30	127	105	
	2 SUN.	1.00P	218			99	99	B	16.0	41	1341	1479	378	169	396	130	232	210	198	146	852	314	548	480	390	253	104	30	127	105	
		1.00 - 1.30						A	12.1	35	1014	1431	382	170	382	96	201	203	203	161	824	269	511	463	411	253	112	28	113	91	
		1.30 - 2.00						A	14.6	39	1223	1528	360	160	360	98	198	203	195	143	845	287	547	471	417	238	131	45	192	158	
		2.00 - 2.30						A	15.8	41	1324	1511	392	162	393	129	235	222	199	140	866	328	580	490	391	233	135	50	117	92	
		2.30 - 3.00						A	15.4	38	1291	1494	416	184	424	157	252	210	194	154	844	332	563	489	358	236	86	29	140	115	
		3.00 - 3.30						A	16.4	40	1374	1501	384	178	412	147	262	216	211	135	860	322	568	504	393	249	106	28	123	100	
		3.30 - 4.00						A	18.1	44	1517	1456	365	164	401	134	252	214	209	134	852	328	542	482	373	263	100	19	103	80	
		4.00 - 4.30						A	20.2	48	1693	1499	381	168	423	144	243	221	190	162	883	340	551	491	396	272	80	20	113	94	
		4.30 - 5.00						A	6.4	15	536	1384	324	154	352	115	149	120	139	198	894	227	505	493	524	320	21	LT	117	101	
CBS NFL FOOTBALL GAME 2																															
	1 SUN.	4.08P	199	CBS	SE	195	191	A	14.4	31	1207	1600	459	194	504	160	283	253	232	193	899	339	560	539	416	271	68	21	129	110	
	2 SUN.	4.19P	214			91	81	B	14.4	31	1207	1600	459	194	504	160	283	253	232	193	899	339	560	539	416	271	68	21	129	110	
		4.00 - 4.30						A	11.0	26	922	1706	507	255	555	183	388	343	268	159	952	391	631	551	404	263	63	41	136	114	
CONT'D																															

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
													18-34	18-49	18-54	35-64	35-55+	18-34	18-49	18-54	35-64	35-55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11																
WEEKEND DAYTIME CONT'D																																										
NCAA TODAY-CBS																																										
1 SAT.		12.00N	30	CBS SC		2 198 197		A	3.6 12	302	1510	441 229	451 265	324 255	106 116	656 236	402 322	297 195	58 16	345 149																						
2 SAT.		3.30P	10			99 99		B	3.6 12	302	1510	441 229	451 265	324 255	106 116	656 236	402 322	297 195	58 16	345 149																						
NCAA FOOTBALL-CBS																																										
1 SAT.		12.30P	204	CBS SE		2 198 199		A	8.6 25	721	1358	381 206	426 140	225 194	163 187	742 219	414 376	343 287	74 36	116 78																						
2 SAT.		3.40P	196			99 99		B	8.6 25	721	1358	381 206	426 140	225 194	163 187	742 219	414 376	343 287	74 36	116 78																						
		12.30 - 1.00						A	5.4 18	453	1302	499 254	499 309	347 145	82 152	573 172	289 262	232 238	86 17	144 20																						
		1.00 - 1.30						A	8.1 25	679	1318	391 105	391 115	152 119	178 224	758 166	344 348	308 365	92 17	77 21																						
		1.30 - 2.00						A	9.1 28	763	1246	417 150	453 53	148 153	194 283	770 213	344 346	278 371	17 23	23 17																						
		2.00 - 2.30						A	8.4 25	704	1368	460 201	494 114	211 198	191 263	699 183	326 295	244 338	44 44	131 62																						
		2.30 - 3.00						A	8.4 25	704	1386	380 196	412 79	200 176	165 212	708 179	297 286	229 364	68 68	198 146																						
		3.00 - 3.30						A	9.0 26	754	1361	323 210	323 87	195 170	153 128	785 182	365 390	281 360	90 90	163 137																						
		3.30 - 4.00						A	6.7 20	561	1426	355 259	364 165	287 260	169 70	770 222	420 392	334 286	39 39	253 202																						
		4.00 - 4.30						A	6.7 21	561	1378	366 257	403 233	299 225	121 90	790 275	488 343	423 272	85 25	100 78																						
		4.30 - 5.00						A	7.6 23	637	1333	323 257	422 191	259 222	135 146	745 239	451 341	400 269	101 40	65 65																						
		5.00 - 5.30						A	8.2 23	687	1425	290 225	393 188	229 192	115 141	833 267	552 460	464 265	91 32	108 95																						
		5.30 - 6.00						A	11.2 31	939	1376	289 205	404 180	192 154	106 188	760 241	483 397	400 256	107 42	105 86																						
		6.00 - 6.30						A	11.7 29	980	1432	460 222	525 135	255 245	221 251	721 235	493 482	428 177	111 43	75 52																						
		6.30 - 7.00						A	12.2 28	1022	1364	443 166	485 87	210 226	214 259	718 257	475 453	401 208	65 31	96 39																						
NCAA TODAY POST-CBS																																										
1 SAT.		3.53P	19	CBS SC		2 176 145		A	6.4 17	536	1494	351 148	366 109	212 212	194 154	724 207	419 435	360 252	104 81	300 245																						
2 SAT.		6.54P	6			84 86		B	6.4 17	536	1494	351 148	366 109	212 212	194 154	724 207	419 435	360 252	104 81	300 245																						
NEW FAT ALBERT SHOW																																										
2 SAT.		1.00P	30	CBS CA		1 156		A	4.5 16	377	958	257 141	289 212	212 127	17 66	37 17	17 17	37 37	64 17	568 276																						
NFL '83-NBC						2 195 191		A	4.4 14	369	1599	315 119	377 120	152 127	168 193	764 300	585 531	359 179	292 111	166 123																						
SUN.		12.30P	30	NBC SC		99 97		B	4.4 14	369	1599	315 119	377 120	152 127	168 193	764 300	585 531	359 179	292 111	166 123																						
NFL FOOTBALL GAME 1-NBC																																										
1 SUN.		1.00P	193	NBC SE		2 204 202		A	11.4 29	955	1481	342 135	360 119	221 203	175 124	890 332	554 510	422 260	166 46	65 54																						
2 SUN.		1.00P	188			98 99		B	11.4 29	955	1481	342 135	360 119	221 203	175 124	890 332	554 510	422 260	166 46	65 54																						
		1.00 - 1.30						A	8.6 24	721	1520	302 106	319 114	167 159	140 128	889 299	567 567	482 236	220 54	92 57																						
		1.30 - 2.00						A	11.3 29	947	1493	348 129	363 130	227 204	173 117	869 324	547 539	429 236	185 32	76 58																						
		2.00 - 2.30						A	12.0 30	1006	1594	370 143	381 153	274 241	177 99	953 405	625 555	421 250	160 31	100 87																						
		2.30 - 3.00						A	12.0 30	1006	1510	354 140	371 111	238 222	194 116	917 350	580 534	440 250	149 19	73 73																						
		3.00 - 3.30						A	12.6 31	1056	1439	351 149	377 111	229 208	193 133	852 301	511 469	403 271	176 85	34 31																						
		3.30 - 4.00						A	12.1 29	1014	1322	304 123	325 94	185 176	162 124	858 312	510 411	386 291	112 47	27 27																						
		4.00 - 4.30						A	9.1 22	763	1374	319 148	359 109	184 174	175 156	803 294	477 458	344 270	166 65	46 15																						
NFL FOOTBALL POST-NBC																																										
1 SUN.		3.51P	16	NBC SC		2 178 145		A	4.6 11	385	1587	350 137	386 157	221 220	178 132	922 346	606 522	423 270	229 86	50 22																						
2 SUN.		4.04P	15			81 74		B	4.6 11	385	1587	350 137	386 157	221 220	178 132	922 346	606 522	423 270	229 86	50 22																						
NORTH AMER. BOXING CHAMP.(S)																																										
2 SAT.		4.09P	51	ABC SE		189		A	3.7 11	310	1252	414 120	436 162	233 239	161 154	658 196	274 284	329 329	87 38	71 38																						
		4.00 - 4.30						A	3.5 11	293	1218	400 116	420 147	225 231	184 147	614 212	249 239	273 314	105 54	79 52																						
		4.30 - 5.00						A	3.9 12	327	1251	414 116	441 169	235 239	147 159	673 180	281 309	362 334	70 24	67 33																						
ONE TO GROW ON-8:58AM																																										
SAT.		8.58A	2	NBC CN		2 195 200		A	4.7 23	394	1345	246 185	246 175	210 115	55 36	180 137	137 112	43 43	64 64	855 485																						
						96 96		B	4.7 23	394	1345	246 185	246 175	210 115	55 36	180 137	137 112	43 43	64 64	855 485																						

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																				
												TOTAL		18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																		
WEEKEND DAYTIME CONT'D																																												
ONE TO GROW ON-10:28AM																	2	205	208	A	8.3	31	696	1818	348	181	368	211	328	199	117^	40v	220	180	200	97^	31v	9v	278	91^	952	583		
SAT. 10.28A																	2	NBC	CN	99	99	B	8.3	31	696	1818	348	181	368	211	328	199	117	40	220	180	200	97	31	9	278	91	952	583
ONE TO GROW ON-10:58AM																	2	189	193	A	7.3	27	612	1971	380	136^	404	221	334	215	128^	70^	245	164^	190^	127^	40v	41v	276	142^	1046	648		
SAT. 10.58A																	2	NBC	CN	91	94	B	7.3	27	612	1971	380	136	404	221	334	215	128	70	245	164	190	127	40	41	276	142	1046	648
PAC-MAN																	2	200	199	A	5.7	23	478	1494	85^	43v	112^	42v	112^	112^	70^	LT	74^	54v	54v	54v	20v	20v	181^	87^	1127	764		
SAT. 9.30A																	30	ABC	CA	99	99	B	5.7	23	478	1494	85	43	112	42	112	112	70	LT	74	54	54	54	20	20	181	87	1127	764
PUPPY-FURTHER ADVENTURES																	2	196	183	A	5.7	21	478	1768	363	210^	402	259	333	219^	113^	69^	115^	82^	82^	LT	23v	33v	263	138^	988	539		
SAT. 11.00A																	30	ABC	CA	96	89	B	5.7	21	478	1768	363	210	402	259	333	219	113	69	115	82	82	LT	23	33	263	138	988	539
RASCALS/RICHIE RICH																	2	195	195	A	4.2	22	352	1710	122^	57v	159^	59v	142^	142^	100^	17v	235^	163^	214^	99^	63v	21v	260^	83v	1056	716		
SAT. 8.30A																	30	ABC	CA	98	98	B	4.2	22	352	1710	122	57	159	59	142	142	100	17	235	163	214	99	63	21	260	83	1056	716
RUBIK, THE AMAZING CUBE																	2	200	189	A	6.9	25	578	1784	182^	130^	206	127^	166^	141^	79^	32v	75^	66^	66^	34v	9v	9v	367	182^	1136	756		
SAT. 10.00A																	30	ABC	CA	99	95	B	6.9	25	578	1784	182	130	206	127	166	141	79	32	75	66	66	34	9	9	367	182	1136	756
SATURDAY SUPERCAR																	2	188	188	A	5.7	27	478	1799	131^	66^	137^	63^	93^	93^	66^	44v	232^	137^	220^	171^	90^	12v	288	33v	1142	818		
SAT. 8.30A - 9.00																	60	CBS	CA	92	94	B	5.7	27	478	1799	131	66	137	63	93	93	66	44	232	137	220	171	90	12	288	33	1142	818
9.00 - 9.30																				A	5.3	27	444	1782	117^	59v	117^	43v	82^	82^	64v	35v	244^	109^	217^	194^	126^	27v	263^	31v	1158	841		
																				A	6.1	27	511	1802	135^	67^	146^	78^	101^	101^	68^	45v	219^	162^	219^	147^	57^	LT	309	31v	1128	796		
SCHOOLHOUSE ROCK-11:55AM																	2	196	183	A	5.4	20	453	1918	371	205^	399	295	374	236^	86^	18v	123^	50v	50v	LT	38v	63v	267	137^	1129	646		
SAT. 11.55A																	4	ABC	CN	96	89	B	5.4	20	453	1918	371	205	399	295	374	236	86	18	123	50	50	LT	38	63	267	137	1129	646
SCOOBY & SCRAPPY DOO SHOW																	2	196	183	A	6.1	22	511	1957	396	201^	423	309	400	244	96^	18v	117^	64^	64^	LT	28v	49v	296	147^	1121	657		
SAT. 11.30A																	30	ABC	CA	96	89	B	6.1	22	511	1957	396	201	423	309	400	244	96	18	117	64	64	LT	28	49	296	147	1121	657
SHIRT TALES																	2	195	200	A	4.2	22	352	1247	150^	94^	153^	97^	122^	105^	45v	31v	162^	124^	124^	91^	38v	38v	86^	68v	846	500		
SAT. 8.30A																	30	NBC	CA	96	96	B	4.2	22	352	1247	150	94	153	97	122	105	45	31	162	124	124	91	38	38	86	68	846	500
SMURFS I																	2	205	208	A	5.7	25	478	1713	243^	99^	243^	165^	201^	112^	46v	42v	235^	180^	235^	172^	55v	LT	297	146^	938	477		
SAT. 9.00A																	30	NBC	CA	99	99	B	5.7	25	478	1713	243	99	243	165	201	112	46	42	235	180	235	172	55	LT	297	146	938	477
SMURFS II																	2	205	207	A	7.1	28	595	1787	314	133^	322	206	290	158^	87^	32v	220	130^	202	154^	79^	11v	256	122^	989	514		
SAT. 9.30A																	30	NBC	CA	99	99	B	7.1	28	595	1787	314	133	322	206	290	158	87	32	220	130	202	154	79	11	256	122	989	514
SMURFS III																	2	205	208	A	8.0	30	670	1858	369	195	388	223	355	212	132^	33v	206	171^	184	83^	24v	11v	283	103^	981	585		
SAT. 10.00A																	30	NBC	CA	99	99	B	8.0	30	670	1858	369	195	388	223	355	212	132	33	206	171	184	83	24	11	283	103	981	585
SPIDERMAN/HULK 1																	2	166	149	A	5.0	18	419	1933	364	174^	371	240^	335	153^	126^	36v	344	162^	232^	164^	140^	91^	366	124^	852	477		
SAT. 11.30A																	30	NBC	CA	85	72	B	5.0	18	419	1933	364	174	371	240	335	153	126	36	344	162	232	164	140	91	366	124	852	477
SPIDERMAN/HULK 2																	2	164	146	A	5.1	18	427	1836	292	157^	316	202^	229^	101^	92^	87^	263^	133^	155^	82^	82^	94^	255^	98^	1002	576		
SAT. 12.00N																	30	NBC	CA	84	70	B	5.1	18	427	1836	292	157	316	202	229	101	92	87	263	133	155	82	82	94	255	98	1002	576
SPORTSBEAT																	25	161		A	2.9	8	243	1185	292^	41v	312^	127v	149v	128v	22v	163v	696^	230v	461^	481^	371^	170v	LT	LT	164v	141v		
1 SAT. 3.00P																	30	ABC	SC	84		B	2.7	8	226																			
SUNDAY MORNING																	48	169	169	A	4.0	19	335	1119	509	253^	513	27v	191^	209^	304^	301^	533	172^	331^	316^	295^	188^	25v	LT	48v	39v		
SUN. 9.00A																	90	CBS	N	93	93	B	4.5	21	377																			
9.00 - 9.30																				A	3.2	18	268	1090	564	258^	564	26v	201^	216^	324^	348^	456	146^	270^	258^	262^	171^	40v	LT	30v	30v		
9.30 - 10.00																				A	4.4	21	369	1133	558	281^	558	44v	209^	225^	313^	333	537	206^	348	320	266^	179^	LT	LT	38v	38v		
10.00 - 10.30																				A	4.4	19	369	1103	421	226^	421	LT	166^	184^	277^	229^	580	162^	360	352	342	204^	32v	32v	70v	49v		
THIS WEEK-DAVID BRINKLEY																	47	173	174	A	3.1	11	260	1135	385^	103v	392^	34v	50v	72v	169^	320^	597	85v	320^	296^	369^	277^	100v	62v	46v	27v		
CONT'D																																												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W	TOTAL AUDIENCE (Households (000) & %)						14,410 17.2						28,990 34.6								
	ABC TV						← THAT'S INCREDIBLE SPEC. (SD) →					← NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS KANSAS CITY (9:00-12:00MD) (-OP) →									
	AVERAGE AUDIENCE (Households (000) & %)						9,470 11.3	10.8*			13,580 16.2	15.5*			17.3*	18.5*	16.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 10.4	18 *	11.4	12.1	28 14.7	25 *	17.0	17.5	18.5	18.6	16.7	16.5			
E	TOTAL AUDIENCE (Households (000) & %)						10,980 13.1			10,730 12.8			18,520 22.1	17,180 20.5	19,020 22.7						
	CBS TV						← NO MAN'S VALLEY (R) →		← SQUARE PEGS (R)(SD) →		← M*A*S*H (R) →		← NEWHART (R) →		← CAGNEY & LACEY (R) →						
	AVERAGE AUDIENCE (Households (000) & %)						9,220 11.0			8,970 10.7			15,340 18.3	15,420 18.4	14,160 16.9	17.2*	16.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 10.9	11.2	10.2	11.2	28 17.1	19.4	18.2	18.7	17.7	16.7	16.8	16.4			
1	TOTAL AUDIENCE (Households (000) & %)						21,790 26.0						22,960 27.4								
	NBC TV						← NBC'S ALL-STAR HAPPY HOUR (SD) →					← NBC MONDAY NIGHT MOVIES BEULAH LAND, PART 2(R) (SD) →									
	AVERAGE AUDIENCE (Households (000) & %)						15,500 18.5	17.0*			15,340 18.3	17.7*			18.4*	19.1*	18.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 16.5	28 *	19.5	20.3	29 17.6	27 *	18.4	18.4	19.1	19.1	19.5	16.8			
W	TOTAL AUDIENCE (Households (000) & %)						15,250 18.2						28,160 33.6								
	ABC TV						← THAT'S INCREDIBLE (SD) →					← NFL MONDAY NIGHT FOOTBALL MIAMI VS LOS ANGELES RAIDERS (9:00-12:05AM) (-OP) →									
	AVERAGE AUDIENCE (Households (000) & %)						10,640 12.7	11.7*			13,320 15.9	15.6*			17.3*	17.5*	17.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 11.3	19 *	13.1	14.2	27 15.0	24 *	17.0	17.6	17.9	17.2	17.2	17.0			
E	TOTAL AUDIENCE (Households (000) & %)						28,410 33.9											14,160 16.9			
	CBS TV											← M*A*S*H SPECIAL (R)(SD) →					← NEWHART (R) →				
	AVERAGE AUDIENCE (Households (000) & %)						16,420 19.6	16.9*			20.3*	21.1*			21.5*	12,150 14.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 16.2	27 *	17.5	17.8	18.5	30 *	32 *	21.0	21.2	21.7	24	14.4			
2	TOTAL AUDIENCE (Households (000) & %)						20,870 24.9						21,030 25.1								
	NBC TV						← BOB HOPE SALUTES NASA (SD) →					← GEORGE BURNS-80 YRS-SHOWBZ →									
	AVERAGE AUDIENCE (Households (000) & %)						12,820 15.3	14.8*			13,830 16.5	15.0*			16.8*	17.7*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 14.4	24 *	15.6	15.3	15.8	23 *	22 *	15.5	16.9	16.7	18.3	17.2			
TV HOUSEHOLDS USING TV		WK. 1	53.3	54.8	56.4	57.7	58.6	61.1	62.2	63.6	64.7	65.1	65.5	65.1	63.1	62.2	59.9				
(See Def. 1)		WK. 2	55.2	56.9	57.7	58.8	60.9	63.1	64.8	66.1	66.8	67.5	66.9	66.6	65.0	60.9	57.8				
U.S. TV Households: 83,800,000																					

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. SEPT. 19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.13, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,310 12.3		11,230 13.4		18,440 22.0		17,930 21.4		18,100 21.6			
	ABC TV					HAPPY DAYS (R)		JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9 TO 5 (R)(SD)		HART (R)		TO HART (R)	
	AVERAGE AUDIENCE (Households (000) & %)					8,720 10.4		9,890 11.8		16,510 19.7		16,090 19.2		13,580 16.2		16.4*	16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.0	10.7	19 11.0	12.6	31 18.6	20.7	30 19.3	19.0	28 16.2	28* 16.5	29* 15.9	29* 16.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,530 23.3											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,460 10.1	10.5*		10.1*		10.0*		10.1*		10.1*		9.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.5	18* 10.5		17* 9.9	10.0	16* 9.9	16* 10.2	16* 10.0	10.0	17* 10.3	10.0	18* 9.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					23,300 27.8				22,790 27.2							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					17,770 21.2	19.2*		23.1*	16,010 19.1	17.1*		18.8*		20.4*		20.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 18.3	33* 20.1		38* 22.8	32 17.2	27* 17.1	30* 18.3	30* 19.3	34* 20.4	34* 20.4	36* 20.6	36* 19.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,830 17.7		27,400 32.7									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,320 14.7		15,170 18.1	16.7*		19.4*		19.1*		18.6*		16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.2	15.2	29 15.6	26* 17.7	19.5	30* 19.3	29* 19.2	29* 19.0	30* 18.6	30* 18.5	30* 18.1	30* 15.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,650 13.9				17,260 20.6							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,870 8.2	8.5*		7.8*	10,810 12.9	11.7*		13.6*		13.3*		12.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 9.0	14* 8.0		12* 8.1	21 11.0	18* 12.3	21* 13.4	21* 13.8	22* 13.4	22* 13.3	23* 13.0	23* 12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					27,070 32.3				25,310 30.2							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					21,290 25.4	23.8*		26.9*	16,840 20.1	21.3*		21.0*		19.7*		18.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					40 22.6	39* 25.1		42* 27.6	32 21.4	33* 21.2	32* 21.1	32* 21.0	32* 20.1	32* 19.2	33* 19.0	33* 17.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	51.9	53.2	54.0	55.4	56.3	58.4	60.1	61.6	62.0	63.2	64.0	63.2	60.6	58.5	57.4
		WK. 2	54.7	55.4	56.5	59.5	61.1	62.6	64.1	64.4	65.1	65.7	66.1	65.3	62.4	60.4	58.1
U.S. TV Households: 83,800,000																	

For explanation of symbols, See page A.

EVE.TUE. SEPT.20, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						17,100 20.4				16,930 20.2				14,330 17.1				
	ABC TV						FALL GUY (R)			TWO MARRIAGES (SD)			DYNASTY (R)						
	AVERAGE AUDIENCE (Households (000) & %)						12,400 14.8	13.4*		16.1*	11,650 13.9	13.3*		14.5*	11,150 13.3	13.0*		13.6*	
	SHARE OF AUDIENCE %						27	25 *		28 *	23	22 *		24 *	24	23 *		25 *	
AVG. AUD. BY ¼ HR. %						12.3	14.5	15.8	16.4	13.3	13.4	14.4	14.7	12.7	13.3	13.6	13.7		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						8,630 10.3		9,390 11.2		20,530 24.5								
	CBS TV						SATURDAY MORNING PREVIEW		BUGS BUNNY'S MAD WORLD-TV (R)(SD)		CBS WEDNESDAY NIGHT MOVIE MAID IN AMERICA(R)								
	AVERAGE AUDIENCE (Households (000) & %)						7,370 8.8		7,790 9.3		12,570 15.0	12.6*		14.4*		16.3*		16.9*	
	SHARE OF AUDIENCE %						16		16		26	21 *		24 *		28 *		31 *	
AVG. AUD. BY ¼ HR. %						9.0	8.5	8.8	9.8	11.6	13.5	14.3	14.4	16.1	16.6	16.8	17.0		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						21,120 25.2				12,740 15.2			13,160 15.7					
	NBC TV						REAL PEOPLE (SD)			FAMILY TIES (R)(SD)			ST. ELSEWHERE (R)						
	AVERAGE AUDIENCE (Households (000) & %)						12,230 14.6	13.1*		14.4*	10,980 13.1			9,890 11.8	12.1*			11.5*	
	SHARE OF AUDIENCE %						25	24 *		25 *	27 *	22		21	21 *			21 *	
AVG. AUD. BY ¼ HR. %						12.6	13.6	14.1	14.6	16.7	16.2	13.3	12.9	12.2	12.0	12.0	11.0		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						22,120 26.4				28,070 33.5								
	ABC TV						FALL GUY			HOTEL (9:00-10:56PM)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)						17,010 20.3	18.8*		21.9*	19,860 23.7	22.4*		23.4*		24.7*		24.4*	
	SHARE OF AUDIENCE %						33	31 *		35 *	38	35 *		36 *		41 *		42 *	
AVG. AUD. BY ¼ HR. %						18.2	19.4	21.0	22.7	22.1	22.7	23.3	23.6	24.7	24.8	24.7	24.0		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						9,470 11.3		8,720 10.4		16,840 20.1								
	CBS TV						ARCHIE BUNKER'S PLACE (R)		GLORIA (R)(SD)		CBS WEDNESDAY NIGHT MOVIE CATTLE ANNIE AND LITTLE BRITCHES								
	AVERAGE AUDIENCE (Households (000) & %)						8,300 9.9		7,290 8.7		8,970 10.7	9.7*		10.2*		11.5*		11.1*	
	SHARE OF AUDIENCE %						16		14		17	15 *		16 *		19 *		19 *	
AVG. AUD. BY ¼ HR. %						9.7	10.1	9.1	8.3	9.7	9.8	10.1	10.4	11.6	11.5	11.1	11.1		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						18,520 22.1				20,360 24.3				13,990 16.7				
	NBC TV						REAL PEOPLE (SD)			FACTS OF LIFE			ST. ELSEWHERE (R)						
	AVERAGE AUDIENCE (Households (000) & %)						13,320 15.9	15.2*		16.7*	16,170 19.3	19.4*		19.2*	10,310 12.3	12.4*		12.1*	
	SHARE OF AUDIENCE %						26	25 *		27 *	30	30 *		30 *	21	20 *		21 *	
AVG. AUD. BY ¼ HR. %						14.5	15.8	16.4	17.1	19.0	19.7	19.4	19.0	13.0	11.9	11.9	12.3		
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)			50.0	51.1	51.3	51.5	52.5	54.6	57.0	59.0	59.8	60.9	59.8	59.2	57.5	57.0	55.2	54.0	
U.S. TV Households: 83,800,000			55.0	56.5	57.8	58.5	59.4	61.0	62.2	63.8	64.6	64.8	64.3	64.4	61.6	60.1	58.5	56.3	

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,060 12.0		24,050 28.7									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,040 9.6		10,810 12.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 9.2	10.1	23 10.1	10.6* 11.0	13.3* 13.5	22* 14.5	13.9* 13.3	23* 13.9	14.5* 15.0	25* 14.7	26* 14.7	14.3* 13.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,460 26.8				20,950 25.0				15,170 18.1			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					16,260 19.4	17.7* 33		21.2* 34*	16,340 19.5	19.1* 30*		19.9* 31*	11,400 13.6	13.8* 25		13.4* 26*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16.8 16.8	18.5 18.5	21.1 21.1	21.3 21.3	18.9 18.9	19.3 19.3	19.9 19.9	19.9 19.9	13.9 13.9	13.7 13.7	13.4 13.4	13.4 13.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,980 14.3		13,580 16.2		16,760 20.0		15,000 17.9		20,030 23.9			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,220 12.2		11,560 13.8		14,830 17.7		13,320 15.9		15,250 18.2	18.1* 32*		18.4* 35*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.7	12.8 12.8	22 13.2	14.4 14.4	28 17.6	30 17.8	25 15.7	16.0 16.0	33 17.6	32* 18.6	18.4 18.4	18.3 18.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,370 25.5								19,020 22.7			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,990 15.5	13.8* 23*		15.1* 24*		16.2* 25*		17.0* 26*	14,670 17.5	17.5* 29*		17.5* 31*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.6	23* 13.9		24* 15.4		25* 16.4		26* 17.1	30 17.4	29* 17.5		31* 17.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,030 25.1				18,940 22.6				15,170 18.1			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,750 18.8	17.7* 31		20.0* 32*	14,920 17.8	17.5* 28		18.2* 28*	11,820 14.1	14.5* 24*		13.7* 24*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16.5 16.5	18.9 18.9	19.6 19.6	20.3 20.3	17.3 17.3	17.7 17.7	18.2 18.2	18.1 18.1	14.7 14.7	14.2 14.2	14.0 14.0	13.5 13.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,750 17.6		13,830 16.5		16,510 19.7		14,580 17.4		17,770 21.2			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,570 15.0		12,070 14.4		13,580 16.2		13,160 15.7		13,320 15.9	15.9* 27*		15.9* 28*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.4	15.7 15.7	23 13.9	14.9 14.9	25 16.2	24 16.1	24 15.8	15.7 15.7	27 15.7	27* 16.2	16.1 16.1	15.8 15.8
TV HOUSEHOLDS USING TV WK. 1		50.6	51.5	52.0	53.4	55.8	58.6	60.9	62.8	63.7	63.7	63.5	62.9	58.4	55.6	52.9	51.3
(See Def. 1) WK. 2		52.8	55.3	55.9	57.6	58.7	60.0	60.7	62.9	63.5	64.0	64.5	64.2	60.0	59.3	58.1	54.8
U.S. TV Households: 83,800,000																	

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,000 17.9		17,850 21.3		19,690 23.5				18,020 21.5			
	ABC TV					BENSON		WEBSTER		LOTTERY (SD)				MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)					13,240 15.8		16,090 19.2		15,590 18.6	18.3*		18.9*	14,830 17.7	17.0*		18.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 14.9	16.6	34 18.6	19.8	33 18.2	32* 18.5	19.1	34* 18.7	33 16.4	31* 17.6	18.4	35* 18.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,000 17.9				21,960 26.2							
	CBS TV							DUKES OF HAZZARD (R)(SD)						CBS SPEC MOVIE PRSNT NY BODYGUARD(R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,640 12.7	12.5*		12.9*	13,070 15.6	13.9*		14.6*		17.0*		17.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 11.9	23* 13.2		23* 12.9	28 14.0	25* 13.9	14.3	26* 14.9		31* 16.8	17.2	32* 17.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,470 11.3				11,900 14.2							
	NBC TV							1ST ANNUAL YUMMY AWARDS (SD)						FRI MOVIE OF-WEEK-HBC YOUNG FRANKENSTEIN(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					5,870 7.0	7.2*		6.9*	5,780 6.9	7.4*		7.1*		6.9*		6.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 7.6	13* 6.8		12* 7.0	13 7.3	13* 7.5	7.3	13* 7.0		13* 6.5	6.2	12* 6.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,650 13.9		13,410 16.0		17,770 21.2				15,340 18.3			
	ABC TV					BENSON		WEBSTER		LOTTERY (SD)				MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)					10,480 12.5		12,070 14.4		13,580 16.2	15.5*		16.8*	12,490 14.9	14.5*		15.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 11.9	13.0	25 13.9	14.9	28 14.8	27* 16.1	17.2	29* 16.5	27 14.3	27* 14.7	15.1	29* 15.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,670 18.7				22,880 27.3							
	CBS TV							DUKES OF HAZZARD (SD)						CBS SPECIAL MOVIE PRES BLAZING SADDLES(R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,650 13.9	13.0*		14.9*	13,490 16.1	16.7*		16.0*		16.2*		15.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 12.7	24* 13.4		26* 14.5	29 16.5	29* 16.8	16.0	28* 16.0		30* 16.1	16.0	29* 15.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,990 16.7				18,600 22.2							
	NBC TV							MR. SMITH (SD)						FOR LOVE AND HONOR			
	AVERAGE AUDIENCE (Households (000) & %)					9,970 11.9	12.3*		11.6*	10,730 12.8	12.7*		12.7*		13.0*		12.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 11.8	23* 12.7		20* 11.5	23 12.5	22* 13.0	12.5	22* 12.9		24* 13.1	12.9	24* 13.1
TV HOUSEHOLDS USING TV WK. 1		48.0	49.1	50.0	51.0	52.5	54.2	55.5	56.6	56.0	56.8	56.3	56.0	54.6	54.3	53.2	52.7
(See Def. 1) WK. 2		48.9	49.7	50.0	51.2	52.8	54.8	55.9	57.6	57.4	58.6	58.7	57.4	55.0	54.5	54.3	53.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					17,430 20.6				21,200 25.3							
	ABC TV		(1)				LOVE BOAT SPECIAL						LOVE BOAT (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{					12,150 14.5	14.0*		14.9*	12,490 14.9	14.4*		14.9*		15.0*		15.2*
	SHARE OF AUDIENCE %	{					28	28 *		28 *	27	26 *		27 *		27 *		28 *
WEEK 1	AVG. AUD. BY ¼ HR. %	{	8.8				13.7	14.4	14.9	14.9	13.9	14.9	15.0	14.9	15.0	15.1	15.1	15.3
	TOTAL AUDIENCE (Households (000) & %)	{					11,480 13.7				13,830 16.5							
	CBS TV						WALT DISNEY BASEBALL FEVER (SD)						CBS SAT. NIGHT MOVIE SENIOR TRIP(R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					7,370 8.8	8.5*		9.1*	6,790 8.1	8.1*		7.9*		8.2*		8.2*
WEEK 1	SHARE OF AUDIENCE %	{					17	17 *		17 *	15	14 *		14 *		15 *		15 *
	AVG. AUD. BY ¼ HR. %	{					8.6	8.3	9.0	9.2	8.0	8.2	7.7	8.0	8.4	7.9	8.3	8.0
	TOTAL AUDIENCE (Households (000) & %)	{					8,550 10.2		8,300 9.9		18,100 21.6				28,320 33.8			
	NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		TV CENSORED BLOOPERS #5 (R)			MISS AMERICA PAGEANT (10:00-12:00AM)				
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)	{					6,960 8.3		7,290 8.7		13,740 16.4	16.0*		16.9*	17,180 20.5	18.6*		19.6*
	SHARE OF AUDIENCE %	{					16		16		29	29 *		30 *	40	33 *		36 *
	AVG. AUD. BY ¼ HR. %	{					7.6	9.0	8.2	9.1	15.4	16.5	17.0	16.8	17.8	19.3	19.4	19.7
	TOTAL AUDIENCE (Households (000) & %)	{					15,250 18.2				22,710 27.1				18,770 22.4			
WEEK 1	ABC TV						T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)			FANTASY ISLAND (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,980 13.1	11.7*		14.4*	18,020 21.5	20.7*		22.4*	14,410 17.2	17.3*		17.1*
	SHARE OF AUDIENCE %	{					24	22 *		26 *	38	36 *		39 *	33	32 *		34 *
	AVG. AUD. BY ¼ HR. %	{					11.1	12.3	13.9	14.9	19.6	21.8	22.3	22.4	17.8	16.9	17.2	17.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,650 15.1				21,870 26.1							
	CBS TV		(2)				WALT DISNEY MICKEY AND DONALD (SD)						NCAA FOOTBALL SPECIAL NOTRE DAME VS MIAMI (9:00-12:30AM)					
	AVERAGE AUDIENCE (Households (000) & %)	{					8,800 10.5	9.8*		11.3*	8,460 10.1	11.1*		11.4*		12.0*		10.6*
	SHARE OF AUDIENCE %	{					20	19 *		21 *	20	20 *		20 *		22 *		20 *
WEEK 2	AVG. AUD. BY ¼ HR. %	{	<<				9.3	10.2	11.2	11.4	11.3	10.8	11.4	11.3	11.9	12.1	11.4	9.8
	TOTAL AUDIENCE (Households (000) & %)	{					12,320 14.7		10,640 12.7		15,750 18.8							
	NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		SAT MOVIE OF THE WEEK-NBC WILD HORSE HANK(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{					9,970 11.9		9,220 11.0		9,130 10.9	10.2*		10.1*		11.4*		11.8*
TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %	{					23		20		20	18 *		18 *		21 *		23 *
	AVG. AUD. BY ¼ HR. %	{					11.5	12.4	11.0	11.1	10.0	10.4	10.1	10.1	11.0	11.8	11.8	11.7
	WK. 1	45.7	46.1	46.7	47.8	50.0	51.8	53.0	54.3	55.7	56.5	56.1	55.9	55.6	55.5	55.0	53.8	
	WK. 2	46.0	46.6	48.0	50.1	51.7	53.9	54.2	54.9	56.7	57.2	57.6	56.6	54.5	53.7	51.8	50.2	

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL GAME, ABC, (3:48-7:01PM)

A-13 (2) NCAA FOOTBALL-CBS, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. SEPT.24, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,180 3.8														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,020 3.6														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	7 3.6														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{							7,040 8.4								
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{							3,520 4.2	5.3*		4.2*		3.6*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20.6	20.8* 41 *	22.3	22.6* 49 *	22.0* 54 *		19 6.0	20 *	4.3	18 *	3.6	20 *	3.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,190 5.0														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,020 4.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	10 4.8														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	8.8	8.6* 18 *	9.1	8.9* 22 *	8.7	8.5	8.1* 22 *	7.7							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			10,310 12.3												
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			5,610 6.7		7.8*		6.6*		5.2*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			21 7.9	21 *	7.6	7.2	21 *	6.0	20 *	5.3					
TV HOUSEHOLDS USING TV WK. 1		51.1	50.1	46.9	45.3	40.5	34.7	29.7	26.0	23.9	21.7	18.9	16.8	14.3	12.5	11.0	9.7
(See Def. 1) WK. 2		47.0	44.0	38.7	35.6	32.7	30.0	27.2	24.8	22.3	20.2	17.8	15.7	14.3	12.9	11.5	10.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 14,670 17.5				{ 24,130 28.8				{ 31,510 37.6							
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)				LIFES-EMBARRASSING MOMENTS (SD)				ABC SUNDAY NIGHT MOVIE HARDCASTLE AND MCCORMICK (9:00-10:53PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,800 10.5	{ 8.7*		{ 12.3*	{ 21.7	{ 19.3*		{ 24.1*	{ 26.7	{ 25.8*		{ 27.1*		{ 27.1*		{ 26.6*
	SHARE OF AUDIENCE %	19	16 *		22 *	35	32 *		38 *	43	40 *		42 *		44 *		47 *
W E E K 2	AVG. AUD. BY ¼ HR.	7.9	9.5	11.4	13.3	18.0	20.6	23.6	24.7	24.9	26.6	26.9	27.3	26.7	27.5	27.3	25.3
	TOTAL AUDIENCE (Households (000) & %)	{ 25,220 30.1				{ 15,000 17.9				{ 16,340 19.5			{ 17,100 20.4		{ 13,580 16.2		{ 15,670 18.7
	CBS TV	(1) (SD)(-OP)				60 MINUTES (7:37-8:37PM) (OP)(-OP)				ALICE (8:37-9:07PM) (OP)(-OP)			ONE DAY AT A TIME (9:07-9:37PM) (R)(OP)(-OP)		JEFFERSONS (9:37-10:07PM) (R)(OP)(SD)(-OP)		GOODNIGHT, BEANTOWN (10:07-10:37PM) (R)(OP)(-OP)
	AVERAGE AUDIENCE (Households (000) & %)			18,180				11,560		14,160		15,000		11,310		10,810	
W E E K 1	SHARE OF AUDIENCE %		18.2*	21.7	22.8*		21.5*	13.8		16.9		17.9		13.5		12.9	12.4*
	AVG. AUD. BY ¼ HR.	18.7	17.8	21.8	23.2	22.6	20.4	12.6	13.2	16.1	16.9	17.0	18.3	14.5	13.1	11.8	12.7
	TOTAL AUDIENCE (Households (000) & %)	{ 8,720 10.4				{ 14,830 17.7				{ 17,850 21.3							
	NBC TV	FIRST CAMERA				KNIGHT RIDER (R)(SD)				BEST OF EVERYTHING (SD)							
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{ 5,030 6.0	{ 5.6*		{ 6.4*	{ 13.0	{ 12.0*		{ 14.0*	{ 8.9	{ 10.3*		{ 9.0*		{ 8.8*		{ 7.7*
	SHARE OF AUDIENCE %	11	11 *		12 *	21	20 *		22 *	14	16 *		14 *		14 *		14 *
	AVG. AUD. BY ¼ HR.	5.5	5.8	6.3	6.5	11.2	12.8	14.2	13.7	10.7	9.8	9.2	8.8	9.2	8.4	7.8	7.6
	TOTAL AUDIENCE (Households (000) & %)	{ 16,010 19.1				{ 22,120 26.4				{ 27,490 32.8							
W E E K 1	ABC TV	RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE THUNDERBALL(R) (9:00-11:22PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,220 12.2	{ 11.1*		{ 13.2*	{ 20.7	{ 19.8*		{ 21.6*	{ 19.9	{ 19.4*		{ 20.6*		{ 20.8*		{ 19.8*
	SHARE OF AUDIENCE %	21	20 *		22 *	33	32 *		33 *	33	30 *		32 *		34 *		36 *
	AVG. AUD. BY ¼ HR.	10.6	11.6	12.6	13.8	18.9	20.8	21.8	21.4	18.6	20.2	20.4	20.9	20.9	20.6	20.1	19.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 21,450 25.6				{ 14,670 17.5				{ 15,170 18.1			{ 14,580 17.4		{ 14,410 17.2		
	CBS TV	CBS NFL FOOTBALL GAME 2 - VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)				60 MINUTES (8:06-9:06PM) (OP)(-OP)				ONE DAY AT A TIME (9:06-9:36PM) (R)(OP)(-OP)			JEFFERSONS (9:36-10:06PM) (R)(OP)(SD)(-OP)		GOODNIGHT, BEANTOWN (10:06-10:36PM) (R)(OP)(-OP)		TRAPPER JOHN, M.D. (10:36-11:36PM) (R)(OP)
	AVERAGE AUDIENCE (Households (000) & %)			15,250				12,320		12,740		12,650		10,810			
	SHARE OF AUDIENCE %		13.2*	18.2	15.7*	18.1*	18.1*	14.7	15.2	15.2	15.1	15.1	15.1	12.9	12.9*	12.9*	12.9*
W E E K 1	AVG. AUD. BY ¼ HR.	12.5	13.8	15.4	16.0	17.8	18.3	17.5	18.7	14.3	14.9	14.5	15.1	14.8	15.3	13.1	12.7
	TOTAL AUDIENCE (Households (000) & %)	{ 10,640 12.7				{ 30,170 36.0											
	NBC TV	FIRST CAMERA				EMMY AWARDS (8:00-11:22PM) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,450 7.7	{ 7.1*		{ 8.3*	{ 18.0	{ 15.7*		{ 18.3*		{ 20.3*		{ 19.9*		{ 18.4*		{ 17.0*
W E E K 2	SHARE OF AUDIENCE %	14	13 *		14 *	30	25 *		28 *		31 *		30 *		30 *		31 *
	AVG. AUD. BY ¼ HR.	6.9	7.2	7.9	8.8	15.3	16.1	18.1	18.6	20.7	19.9	20.2	19.6	19.2	17.6	17.2	16.8
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 52.4	53.3	54.2	56.2	59.3	61.4	63.0	63.7	64.0	65.5	65.2	65.1	62.9	60.5	58.0	52.7
		WK. 2 53.7	56.0	57.8	59.8	61.2	63.0	64.7	65.5	64.9	65.6	65.7	64.9	61.9	59.5	56.7	54.4

U.S. TV Households: 83,800,000

(1) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.9														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 4.6														
E	TOTAL AUDIENCE (Households (000) & %)	{			4,190 5.0												
	CBS TV		TRAPPER JOHN, M.D. (10:37-11:37PM) (R)(-OP)		CBS SUNDAY NEWS-OSGOOD (11:37-11:52PM) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{			3,940 4.7												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		13.2* 28 * 13.5	4.9 14 4.9	4.6											
K	TOTAL AUDIENCE (Households (000) & %)	{			1,680 2.0												
	NBC TV				NBC LATE NIGHT MOVIE FATHER MURPHY(R) (11:30-12:14AM) (SUSTAINING 12:14-1:30AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			1,170 1.4												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			5 1.3	4 * 1.5	5 * 1.4										
1	TOTAL AUDIENCE (Households (000) & %)	{			3,100 3.7												
	ABC TV		ABC SUNDAY NIGHT MOVIE THUNDERBALL(R) (9:00-11:22PM)		ABC WEEKEND REPORT-SUN. (11:34-11:49PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			2,930 3.5												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		18.4* 36 * 18.5	9 3.7	3.1											
W	TOTAL AUDIENCE (Households (000) & %)	{			3,690 4.4												
	CBS TV		TRAPPER JOHN, M.D. (10:36-11:36PM) (R)(-OP)		CBS SUNDAY NEWS-OSGOOD (11:36-11:51PM) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{			3,600 4.3												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		12.9* 25 * 12.7	11 4.4	4.1											
E	TOTAL AUDIENCE (Households (000) & %)	{			1,590 1.9												
	NBC TV		EMMY AWARDS (8:00-11:22PM)		NBC LATE NIGHT MOVIE PRISONER OF ZENDA(R) (11:53-12:37AM) (SUSTAINING 12:37-1:53AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			1,010 1.2												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		15.5* 31 * 16.4	5 1.4	1.2* 5 * 1.2	1.2* 6 * 1.2										
2	TOTAL AUDIENCE (Households (000) & %)	{															
TV HOUSEHOLDS USING TV WK. 1		47.1	42.3	35.0	30.1	26.3	23.6	20.9	18.5	16.4	14.5	11.3	9.5	8.2	7.4	6.9	6.5
(See Def. 1) WK. 2		52.0	47.3	39.4	32.4	26.5	22.8	20.1	18.3	15.7	13.7	11.6	10.0	8.4	7.2	6.3	5.6
U.S. TV Households: 83,800,000																	

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)			4,610 5.5				4,940 5.9									
	ABC TV			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
	AVERAGE AUDIENCE (Households (000) & %)			3,690 4.4				4,110 4.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 4.3	4.5			26 4.9	5.0								
E	TOTAL AUDIENCE (Households (000) & %)			3,770 4.5				3,350 4.0						4,020 4.8		3,440 4.1	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		CHILD'S PLAY	
	AVERAGE AUDIENCE (Households (000) & %)			3,100 3.7				2,770 3.3						3,350 4.0		2,930 3.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			20 3.7	3.7			18 3.2	3.3					20 3.8	4.1	18 3.3	3.6
1	TOTAL AUDIENCE (Households (000) & %)			3,440 4.1				3,940 4.7						3,690 4.4		4,270 5.1	
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)					DIFF'RENT STROKES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			2,770 3.3				3,180 3.8						3,100 3.7		3,520 4.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			18 3.3	3.3			20 3.8	3.9					18 3.5	3.9	21 4.1	4.3
W	TOTAL AUDIENCE (Households (000) & %)			4,860 5.8				5,030 6.0									
	ABC TV			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
	AVERAGE AUDIENCE (Households (000) & %)			3,850 4.6				4,190 5.0									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 4.6	4.6			26 5.0	5.0								
E	TOTAL AUDIENCE (Households (000) & %)			3,770 4.5				3,690 4.4						4,360 5.2		3,350 4.0	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,020 3.6						3,600 4.3		2,770 3.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			19 3.6	3.7			19 3.5	3.7					21 4.0	4.5	16 3.3	3.3
2	TOTAL AUDIENCE (Households (000) & %)			3,350 4.0				4,190 5.0						3,520 4.2		4,360 5.2	
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)					DIFF'RENT STROKES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			2,680 3.2				3,270 3.9						2,930 3.5		3,770 4.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 3.2	3.2			20 3.9	4.0					17 3.2	3.8	22 4.4	4.5
TV HOUSEHOLDS USING TV		WK. 1	11.8	14.2	16.0	17.0	17.7	18.4	18.4	18.9	19.3	19.5	19.3	19.6	19.9	20.3	20.0
(See Def. 1)		WK. 2	11.7	13.8	15.5	16.5	17.3	18.3	19.0	19.3	20.1	20.5	20.3	20.2	20.2	20.4	20.3
U.S. TV Households: 83,800,000																	20.5

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,440 4.1		3,270 3.9		3,940 4.7		4,360 5.2		8,460 10.1			8,300 9.9				
	ABC TV		TOO CLOSE-COMFORT DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)			ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,930 3.5		2,930 3.5		3,270 3.9		3,600 4.3		6,620 7.9	7.4*		6,290 7.5	7.2*		7.8*	
	SHARE OF AUDIENCE %		17		16		16	4.1	17	4.6	28	26 *	30 *	28	27 *	30 *		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,780 6.9		7,710 9.2				9,130 10.9				7,460 8.9			5,280 6.3		
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,860 5.8		6,620 7.9				6,870 8.2	8.2*		8.3*	5,950 7.1	6.9*		4,780 5.7		
	SHARE OF AUDIENCE %		28		35				33	34 *	32 *	26	25 *	22	27 *	22	5.8	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,450 6.5		4,610 5.5		2,850 3.4		3,270 3.9		7,210 8.6			5,870 7.0				
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,860 5.8		3,940 4.7		2,350 2.8		2,680 3.2		5,610 6.7	6.4*		4,440 5.3	5.4*		5.2*	
	SHARE OF AUDIENCE %		28		21		12		13		24	23 *	25 *	20	20 *	20 *	20 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,180 3.8		3,100 3.7		3,940 4.7		4,690 5.6		8,970 10.7			8,380 10.0				
	ABC TV		TOO CLOSE-COMFORT DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)			ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,600 3.1		2,770 3.3		3,270 3.9		3,770 4.5		6,960 8.3	7.8*		6,450 7.7	7.6*		7.8*	
	SHARE OF AUDIENCE %		15		15		16		18		29	27 *	30 *	28	27 *	29 *	29 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,870 7.0		7,790 9.3				8,800 10.5				7,790 9.3			5,530 6.6		
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,110 6.1		6,790 8.1				6,620 7.9	8.0*		7.9*	6,120 7.3	7.0*		4,860 5.8		
	SHARE OF AUDIENCE %		29		38				31	33 *	30 *	25	24 *	20	27 *	21	5.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,700 6.8		4,440 5.3		2,680 3.2		3,100 3.7		7,290 8.7			6,030 7.2				
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,940 5.9		3,850 4.6		2,180 2.6		2,600 3.1		5,530 6.6	6.4*		4,610 5.5	5.5*		5.4*	
	SHARE OF AUDIENCE %		29		21		11		12		23	22 *	24 *	20	19 *	20 *	20 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.2	21.2	21.9	23.2	24.4	25.1	24.8	25.8	27.2	27.8	27.3	27.4	27.0	27.1	26.7	27.2
		WK. 2	20.4	21.1	21.5	22.6	24.1	25.4	25.4	26.6	27.8	28.5	28.4	28.8	28.3	28.2	27.3	27.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

NATIONAL TV AUDIENCE ESTIMATES																		
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,220 12.2		GENERAL HOSPITAL		{ 3,690 4.4		EDGE OF NIGHT								{ 8,460 10.1		
	ABC TV																	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,300 9.9	9.6*			10.2*		3,270 3.9									7,370 8.8	
	SHARE OF AUDIENCE %	33	33 *			32 *		13									18	
	AVG. AUD. BY ¼ HR.	9.3	9.9	10.3	10.1	4.0	3.8									8.7	8.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,710 9.2		GUIDING LIGHT (SD)		{ 2,600 3.1		TATTLETALES								{ 12,230 14.6		
	CBS TV																	CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,200 7.4	7.2*			7.6*		2,100 2.5									10,560 12.6	
	SHARE OF AUDIENCE %	24	25 *			24 *		8									25	
	AVG. AUD. BY ¼ HR.	7.1	7.5	7.7	7.5	2.4	2.6									12.5	12.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,940 4.7		FANTASY												{ 9,640 11.5		
	NBC TV																	NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,510 3.0	2.9*			3.2*											8,210 9.8	
	SHARE OF AUDIENCE %	10	10 *			10 *											20	
	AVG. AUD. BY ¼ HR.	2.9	3.0	3.1	3.2											9.6	10.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,390 12.4		GENERAL HOSPITAL		{ 3,440 4.1		EDGE OF NIGHT (S)(OP)								{ 9,550 11.4		
	ABC TV																	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,210 9.8	9.4*			10.2*		2,930 3.5									8,040 9.6	
	SHARE OF AUDIENCE %	32	32 *			32 *		11									19	
	AVG. AUD. BY ¼ HR.	9.2	9.6	10.1	10.3	3.5	3.4									9.6	9.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,290 8.7		GUIDING LIGHT (SD)		{ 2,600 3.1		TATTLETALES								{ 12,230 14.6		
	CBS TV																	CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,950 7.1	7.1*			7.2*		2,100 2.5									10,640 12.7	
	SHARE OF AUDIENCE %	23	24 *			23 *		8									24	
	AVG. AUD. BY ¼ HR.	7.0	7.2	7.3	7.0	2.4	2.7									12.8	12.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,520 4.2		FANTASY												{ 10,310 12.3		
	NBC TV																	NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,350 2.8	2.7*			2.9*											8,800 10.5	
	SHARE OF AUDIENCE %	9	9 *			9 *											20	
	AVG. AUD. BY ¼ HR.	2.7	2.7	2.8	2.9											10.1	10.8	
TV HOUSEHOLDS USING TV WK. 1		28.3	30.4	31.9	32.8	31.7	33.0	33.6	35.1	36.8	38.8	40.6	42.8	45.4	47.4	48.8	50.1	
(See Def. 1) WK. 2		29.0	30.5	31.7	32.4	31.7	33.3	34.4	35.9	37.4	39.4	41.6	44.1	47.1	48.9	50.4	52.3	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	TOTAL AUDIENCE (Households (000) & %)						3,270 3.9		4,440 5.3		5,530 6.6		6,200 7.4		7,960 9.5		5,780 6.9		
	ABC TV						BEST OF SCOOBY DOO (SD)		RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES		
	AVERAGE AUDIENCE (Households (000) & %)						2,430 2.9		3,690 4.4		4,440 5.3		4,780 5.7		6,700 8.0		5,110 6.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 2.7	3.1	23 4.1	4.7	23 5.1	5.6	22 5.5	5.8	29 7.9	8.0	22 6.1	6.1	
E	TOTAL AUDIENCE (Households (000) & %)		1,760 2.1				3,690 4.4		7,630 9.1				6,700 8.0		4,780 5.7		7,040 8.4		
	CBS TV						CAPTAIN KANGAROO-SAT		BISKITTS (SD)		SATURDAY SUPERCARDE		DUNGEONS AND DRAGONS (SD)		DUKES (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)		
	AVERAGE AUDIENCE (Households (000) & %)		840 1.0	.7*			2,850 3.4		4,860 5.8	5.3*		5,610 6.7		4,020 4.8		5,200 6.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14 .5	12 *			24 1.5	3.6	27 4.9	28 *	6.0	27 *	6.4	26 6.4	7.0	17 4.9	4.7	22 6.3	6.2
K	TOTAL AUDIENCE (Households (000) & %)						3,100 3.7		4,690 5.6		5,870 7.0		7,710 9.2		8,130 9.7		7,460 8.9		
	NBC TV						FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)		
	AVERAGE AUDIENCE (Households (000) & %)						2,680 3.2		3,520 4.2		4,940 5.9		6,370 7.6		6,960 8.3		6,370 7.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 2.8	3.5	22 3.9	4.6	25 5.6	6.2	29 7.8	7.3	30 8.2	8.5	27 7.3	7.9	
1	TOTAL AUDIENCE (Households (000) & %)						3,520 4.2		4,190 5.0		5,030 6.0		5,610 6.7		5,950 7.1		4,860 5.8		
	ABC TV						BEST OF SCOOBY DOO (SD)		RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES		
	AVERAGE AUDIENCE (Households (000) & %)						2,510 3.0		3,270 3.9		3,940 4.7		4,690 5.6		4,860 5.8		4,190 5.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 2.7	3.4	20 3.8	4.1	21 4.4	5.0	23 5.4	5.8	22 6.0	5.7	19 4.9	5.2	
E	TOTAL AUDIENCE (Households (000) & %)		1,760 2.1				3,600 4.3		7,290 8.7				5,360 6.4		4,610 5.5		6,540 7.8		
	CBS TV						CAPTAIN KANGAROO-SAT		BISKITTS (SD)		SATURDAY SUPERCARDE		DUNGEONS AND DRAGONS (SD)		DUKES (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)		
	AVERAGE AUDIENCE (Households (000) & %)		920 1.1	.9*			2,930 3.5		4,690 5.6	5.2*		4,780 5.7		3,850 4.6		5,280 6.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		15 .7	15 *			24 1.4	3.8	27 4.8	27 *	6.1	27 *	6.0	24 5.7	5.7	19 4.4	4.7	25 6.3	6.3
2	TOTAL AUDIENCE (Households (000) & %)						3,520 4.2		4,190 5.0		5,360 6.4		6,700 8.0		7,710 9.2		6,030 7.2		
	NBC TV						FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)		
	AVERAGE AUDIENCE (Households (000) & %)						2,600 3.1		3,440 4.1		4,610 5.5		5,450 6.5		6,450 7.7		5,200 6.2		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 2.6	3.5	21 3.8	4.3	25 5.2	5.8	27 6.4	6.5	31 7.6	7.8	25 6.1	6.2	
TV HOUSEHOLDS USING TV			WK. 1	5.9	7.5	9.3	12.0	14.5	16.9	19.8	22.1	24.1	25.6	26.7	27.1	27.6	28.5	28.3	28.3
(See Def. 1)			WK. 2	6.0	7.7	9.3	11.2	14.0	16.8	19.2	21.3	22.2	23.7	24.2	25.0	25.3	25.4	25.3	26.2
U.S. TV Households: 83,800,000																			

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,870 8.2		7,040 8.4		5,610 6.7		6,960 8.3								
	ABC TV		PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS THE HAUNTED MANSION MYSTERY, PART 1		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{	5,780 6.9		5,870 7.0		4,780 5.7		3,770 4.5		3.9*		5.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		24 6.9		24 7.5		20 5.4		15 4.1		13* 3.7		16* 5.1				
2	TOTAL AUDIENCE (Households (000) & %)	{	4,440 5.3		3,100 3.7		3,850 4.6		17,600 21.0								
	CBS TV		BENJI, ZAX & THE- PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		NCAA TODAY-CBS		NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.2		2,510 3.0		2,930 3.5		6,790 8.1		5.4*		8.1*			8.4*	8.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14 4.4		10 2.9		12 3.5		24 5.0		18* 5.8		25* 8.7		28* 9.3	25* 8.3	25* 8.2
1	TOTAL AUDIENCE (Households (000) & %)	{	7,960 9.5		5,530 6.6		6,370 7.6		5,530 6.6					2,680 3.2	8,880 10.6		
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR					NBC SPORTS- 30 ROCK (2:00-2:17PM) (-OP)			(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{	6,960 8.3		4,780 5.7		5,200 6.2		4,610 5.5					2,430 2.9	3,100 3.7		3.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 8.4		20 5.6		22 6.4		19 5.4		5.5			9 2.9	11 3.1		11* 3.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,530 5.4		5,610 6.7		4,780 5.7		14,670 17.5								
	ABC TV		PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		NCAA FOOTBALL PRE		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,690 4.4		4,360 5.2		3,770 4.5		5,950 7.1		5.6*		7.0*			6.9*	7.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17 4.3		20 5.3		17 4.4		25 5.3		21* 5.8		25* 7.3		27* 8.0	24* 7.0	25* 7.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,690 5.6		4,690 5.6		6,370 7.6		6,370 7.6		4,530 5.4		2,260 2.7				
	CBS TV		BENJI, ZAX & THE- PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. FLYAWAY DOVE				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6		3,770 4.5		5,360 6.4		5,280 6.3		3,770 4.5		1,590 1.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 4.8		17 4.2		23 6.2		22 6.4		16 4.5		7 2.2		1.6		
2	TOTAL AUDIENCE (Households (000) & %)	{	7,540 9.0		4,190 5.0		4,190 5.0		3,850 4.6					3,690 4.4	9,130 10.9		
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR					NBC SPORTS- 30 ROCK (2:00-2:18PM) (-OP)			(2) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{	6,290 7.5		3,520 4.2		3,350 4.0		3,350 4.0					3,100 3.7	3,270 3.9		3.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 7.3		16 4.4		14 4.1		14 4.0		4.0			13 3.7	13 3.2		13* 3.7
TV HOUSEHOLDS USING TV		WK. 1	28.6	28.9	28.6	29.0	28.7	29.0	29.4	29.8	30.6	31.9	31.9	32.8	32.7	33.4	33.7
(See Def. 1)		WK. 2	26.4	26.7	26.8	26.6	28.0	28.6	28.5	28.7	28.4	28.9	28.6	28.9	28.2	28.8	29.8

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE BASEBALL, DETROIT VS BOSTON & ST. LOUIS VS PHILADELPHIA, NBC, MULTI-SEG TELECAST

A-29 (2) NBC MAJOR LEAGUE BASEBALL, PITTSBURGH VS MONTREAL & LOS ANGELES VS ATLANTA, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A.

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,100 3.7		5,700 6.8	18,440 22.0												
	ABC TV		SPORTSBEAT		(1) (-OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	2,430 2.9		4,940 5.9	7,960 9.5												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 3.0		18 2.8	25 5.8												
1	TOTAL AUDIENCE (Households (000) & %)	{				5,200 6.2	10,640 12.7											6,960 8.3
	CBS TV					NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)	(2) (OP)(-OP)											CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{				4,690 5.6	5,200 6.2											6,030 7.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				15 5.3	16 4.8											16 7.3
2	TOTAL AUDIENCE (Households (000) & %)	{																7,040 8.4
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{																5,870 7.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																16 6.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					5,200 6.2											
	ABC TV						NORTH AMER. BOXING CHAMP. (4:09-5:00PM) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{					3,100 3.7											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					11 3.5											
1	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
TV HOUSEHOLDS USING TV		WK. 1	32.8	33.8	33.6	34.2	35.1	36.5	37.5	38.2	37.7	37.4	38.4	39.6	42.2	43.9	44.8	46.0
(See Def. 1)		WK. 2	29.4	30.2	30.2	29.6	29.7	30.7	32.5	33.5	35.3	36.2	37.2	39.4	41.7	43.5	44.7	45.5

U.S. TV Households: 83,600,000

(1) NCAA FOOTBALL PRE-ABC, (3:30-3:48PM)

(2) NCAA TODAY POST-CBS, CBS, (3:53-4:12PM)

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
TV HOUSEHOLDS USING TV		WK. 1	4.9	6.1	7.4	9.1	10.9	12.8	14.5	15.5	17.5	19.3	21.0	22.2	24.0	26.3	26.6
(See Def. 1)		WK. 2	4.7	6.1	7.4	9.1	10.4	11.8	14.2	16.6	19.0	20.3	21.8	23.1	24.3	25.2	26.8
U.S. TV Households: 83,800,000																	

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,360 5.2										8,880 10.6			
	ABC TV			← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)										← ABC SUNDAY AFTERNOON BSBL → MONTREAL VS PITTSBURGH ST. LOUIS VS PHILADELPHIA MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1				3.1*						2,600 3.1			3.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			11 3.0	11* 3.1			10* 2.9						7 2.6	2.7* 2.7		8* 3.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,680 3.2				7,040 8.4		26,650 31.8							
	CBS TV			FACE THE NATION					CBS NFL TODAY					← CBS NFL FOOTBALL GAME 1 → VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)			2,010 2.4				5,700 6.8		12,150 14.5		10.6* 31*		13.2* 35*		14.7* 37*	14.7* 36*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			8 2.5	2.4			23 6.2	7.5	37 9.9	11.2	12.9	13.5	14.5	14.9	14.4	15.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,930 2.3		5,280 6.3		21,700 25.9							
	NBC TV					MEET THE PRESS				NFL '83-NBC				← NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)					1,340 1.6		3,770 4.5		9,970 11.9		8.9* 30		11.7* 30*		13.0* 32*	12.7* 31*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					6 1.7	1.6	14 4.1	4.9	30 8.1	8.9* 9.8	11.2	12.1	12.4	13.5	12.8	12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,860 5.8										5,280 6.3			
	ABC TV			← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)										← ABC SUNDAY AFTERNOON BSBL → PHILADELPHIA VS ST. LOUIS PITTSBURGH VS MONTREAL (2:00-4:44PM)			
	AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1				3.2*						1,590 1.9			1.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			11 3.0	11* 3.0			11* 3.2						5 1.6	1.7* 1.8		5* 1.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							7,460 8.9		30,080 35.9							
	CBS TV			FOR OUR TIMES (SUS)					CBS NFL TODAY					← CBS NFL FOOTBALL GAME 1 → VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)							5,780 6.9		14,580 17.4		13.6* 44		15.9* 43*		16.9* 44*	16.1* 40*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							23 6.2	7.7	44 12.3	14.8	15.7	16.2	16.9	16.9	15.6	16.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,430 2.9		4,530 5.4		19,530 23.3							
	NBC TV					MEET THE PRESS				NFL '83-NBC				← NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)					1,930 2.3		3,520 4.2		9,130 10.9		8.3* 28		10.8* 28*		10.9* 28*	11.3* 28*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					8 2.3	2.2	13 3.7	4.6	28 7.5	8.9	10.7	10.9	11.1	10.8	10.7	12.0
TV HOUSEHOLDS USING TV WK. 1		28.1	29.3	29.5	29.9	30.4	31.0	31.4	33.5	36.0	37.0	37.8	39.2	39.7	40.5	40.5	41.0
(See Def. 1) WK. 2		27.6	28.9	28.6	28.9	28.8	30.7	31.3	32.9	34.6	36.9	38.2	38.6	38.7	39.5	39.7	40.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.18, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)																5,700 6.8
	ABC TV	ABC SUNDAY AFTERNOON BSBL MONTREAL VS PITTSBURGH ST. LOUIS VS PHILADELPHIA MULTI-SEGMENT TELECAST															ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																4,360 5.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	3.3	3.1* 8 *	2.8	2.7* 7 *	3.1	3.5	3.1	3.2* 8 *	2.4	2.4*	5 *				11 4.9	5.5
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	15.1	15.0*	16.1	17.3* 42 *	10.2	11.3	12.9	14.9* 35 *	15.7	15.7	15.8	16.4	16.3	16.3	16.9	17.4
K	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	13.2	13.2* 32 *	12.3	4,610 5.5 13	5.0										4,860 5.8 12 5.9	5.7
1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV	ABC SUNDAY AFTERNOON BSBL PHILADELPHIA VS ST. LOUIS PITTSBURGH VS MONTREAL (2:00-4:44PM)															
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	2.0	1.9* 5 *	1.7	1.8* 4 *	1.9	2.0* 5 *	2.6* 6 *								6,290 7.5	
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	17.5	17.8* 44 *	18.4	18.8* 45 *	21.3	10.9	11.3	10.6* 25 *	12.3	12.6*	12.6*	12.4	12.7	12.7	12.7	11.7
2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	12.0	12.0* 29 *	11.9	12.1* 29 *	4.0	3.1									4,940 5.9 12 5.8	6.1
TV HOUSEHOLDS USING TV		WK. 1	41.2	40.5	41.0	41.0	42.1	41.8	41.8	42.2	44.0	46.1	45.6	45.7	46.8	48.3	48.9
(See Def. 1)		WK. 2	40.9	41.8	42.3	42.5	41.7	41.4	40.4	41.5	42.1	42.6	43.2	44.5	46.9	48.5	50.6

U.S. TV Households: 83,800,000

(1) NFL FOOTBALL POST-NBC, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A.

DAY SUN. SEPT.25, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%			(000)	%	%				
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.00MD	→GRID	28,990	34.6	13,580	16.2	28			28,160	33.6	13,320	15.9	27		
	2	9.00-12.05AM	→GRID														
			11.00						15.7							16.2	
			11.15						14.4*	29*						14.1	
			11.30						15.2							14.2	
			11.45						14.4*	35*						12.8	
		12.00													10.3		
EVENING THURSDAY																	
ABC ABC NFL FOOTBALL SPCL(S)	1	8.30-11.34PM	→GRID	24,050	28.7	10,810	12.9	23									
			11.00						12.8								
			11.15						11.7*	25*							
			11.30														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	2	8.58- 8.59PM	8.45								11,820	14.1	11,820	14.1	26	14.1	
	1	9.39- 9.40PM	9.30	13,070	15.6	13,070	15.6	28	15.6								
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								16,420	19.6	16,420	19.6	35	19.6	
	1	10.01-10.03PM	10.00	13,160	15.7	12,820	15.3	27	15.3								
CBS NEWSBREAK-SAT.		8.57- 8.59PM	8.45	6,700	8.0	6,450	7.7	14	7.7		9,640	11.5	8,880	10.6	20	10.6	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,960	9.5	7,960	9.5	17	9.5		7,790	9.3	7,790	9.3	17	9.3	

NBC NBC NEWS DIGEST-2-SAT.	2	9.54- 9.55PM	9.45								7,540	9.0	7,540	9.0	16	9.0	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.27- 8.28PM	8.15	18,690	22.3	18,350	21.9	35	21.9		17,430	20.8	17,430	20.8	33	20.8	
	1	8.32- 8.34PM	8.30														
ABC ABC NEWSBRIEF-SUN.	1	10.00-10.01PM	10.00	22,210	26.5	22,210	26.5	42	26.5		16,170	19.3	15,840	18.9	31	18.9	
	2	10.00-10.02PM	10.00														
CBS CBS NFL FOOTBALL GAME 2	1	4.08- 7.27PM	→GRID	27,400	32.7	13,490	16.1	35		18.0	24,130	28.8	10,730	12.8	27		
	2	4.19- 7.53PM	→GRID														
		7.30															
		8.00															
CBS CBS NFL FOOTBALL-POST	1	7.33- 7.37PM	7.30	18,600	22.2	17,260	20.6	40	20.6								
	1	7.37- 8.37PM	→GRID														
CBS 60 MINUTES	2	8.06- 9.06PM	→GRID	25,220	30.1	18,180	21.7	37		18.8	21,450	25.6	15,250	18.2	29		
		8.30															
		9.00															
CBS ALICE	1	8.37- 9.07PM	→GRID	15,000	17.9	11,560	13.8	22		16.7							
		9.00															
CBS ONE DAY AT A TIME	1	9.07- 9.37PM	→GRID	16,340	19.5	14,160	16.9	26			14,670	17.5	12,320	14.7	22		
	2	9.06- 9.36PM	→GRID														
		9.30															
CBS JEFFERSONS	1	9.37-10.07PM	→GRID	17,100	20.4	15,000	17.9	27		17.7							
	2	9.36-10.06PM	→GRID														
		10.00															
CBS NEWSBREAK-SUN.		9.35- 9.36PM	9.30	13,070	15.6	13,070	15.6	24	15.6		11,230	13.4	11,230	13.4	20	13.4	
CBS GOODNIGHT, BEANTOWN CONT'D	1	10.07-10.37PM	→GRID	13,580	16.2	11,310	13.5	22									

OTHER PROGRAMS

[illegible]

				WEEK 1					WEEK 2											
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE							
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	%	%					
EVENING MONDAY-FRIDAY-CONT'D																				
CBS CBS NEWS NIGHTWATCH-2-CONT'D							1.5*	27*	1.5	M-THSU				1.6*	29*	1.6	M-THSU			
									1.4	M-THSU					1.4	M-THSU				
							1.4*	29*	1.3	M-THSU				1.4*	29*	1.4	M-THSU			
									1.3	M-THSU					1.3	M-THSU				
							1.3*	30*	1.2	M-THSU				1.3*	32*	1.3	M-THSU			
									1.2	M-THSU					1.2	M-THSU				
							1.2*	30*	1.2	M-THSU				1.2*	32*	1.1	M-THSU			
									1.1	M-THSU					1.1	M-THSU				
							1.2*	29*	1.1	M-THSU				1.1*	28*	1.1	M-THSU			
NBC NBC NEWS DIGEST-M-F				>	8.45	10,640	12.7	10,640	12.7	21	12.4	M-F	11,310	13.5	10,480	12.5	20	13.4	M-F	
					9.00						14.1	WED.								
					9.15												13.0	MON.		
NBC NBC NEWS DIGEST-2-M-F				>	9.45	8,630	10.3	9,470	11.3	18	10.2	M-F	12,490	14.9	12,490	14.9	23	14.9	TU&TH	
NBC TONIGHT SHOW					11.30-12.30AM	11.30	8,630	10.3	5,280	6.3	21	7.3	M-F	8,460	10.1	5,200	6.2	20	7.4	M-F
											6.6	M-F				6.9*	20*	6.5	M-F	
											6.0	M-F						6.0	M-F	
											5.3	M-F				5.4*	20*	4.9	M-F	
NBC DAVID LETTERMAN I					12.30- 1.00AM	12.30	2,600	3.1	2,100	2.5	13	2.6	M-TH	2,850	3.4	2,260	2.7	15	2.9	M-TH
						12.45						2.3	M-TH						2.5	M-TH
NBC FRIDAY NIGHT VIDEOS					12.30- 2.00AM	12.30	5,870	7.0	2,770	3.3	17	4.7	FRI.	4,780	5.7	2,350	2.8	15	3.5	FRI.
					12.45				4.2*	17*	3.8	FRI.				3.3*	14*	3.0	FRI.	
					1.00						3.6	FRI.						2.9	FRI.	
					1.15				3.3*	17*	3.0	FRI.				2.8*	15*	2.6	FRI.	
					1.30						2.6	FRI.						2.3	FRI.	
					1.45				2.2*	15*	1.9	FRI.				2.3*	15*	2.2	FRI.	
NBC DAVID LETTERMAN II					1.00- 1.30AM	1.00	1,760	2.1	1,420	1.7	12	1.9	M-TH	2,180	2.6	1,760	2.1	15	2.3	M-TH
						1.15						1.6	M-TH						2.0	M-TH
NBC NBC NEWS OVERNIGHT-M-F				>	1.30	1,510	1.8	1,090	1.3	13	1.4	M-F	1,680	2.0	1,340	1.6	15	1.7	M-F	
					1.45				1.4*	13*	1.3	M-TH				1.7*	15*	1.7	M-TH	
					2.00						1.4	M-F						1.5	M-F	
					2.15				1.4*	15*	1.3	M-F				1.5*	15*	1.5	M-F	
					2.30						1.1	FRI.				1.4*	15*	1.5	M-F	
					2.45				1.1*	12*	1.0	FRI.						1.4	FRI.	
				VARIOUS TIMES (SUS)																
DAY MONDAY-FRIDAY																				
ABC ABC WORLD NEWS-MORN-600A(SUS)					6.00- 6.15AM	6.00						M-F							M-F	
ABC ABC WORLD NEWS-MORN-615A(SUS)					6.15- 6.30AM	6.15						M-F							M-F	
ABC ABC WORLD NEWS-MORN-645A					6.45- 7.00AM	6.45	1,590	1.9	1,420	1.7	14	1.7	M-F	1,840	2.2	1,680	2.0	17	2.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F					1.57- 1.59PM	1.45	6,030	7.2	5,950	7.1	25	7.1	M-F	6,540	7.8	6,370	7.6	26	7.6	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)				2	4.30- 5.30PM	4.30								8,210	9.8	5,700	6.8	18	6.8	WED.
						4.45											6.7*	19*	6.6	WED.
						5.00													6.7	WED.
						5.15											6.9*	18*	7.0	WED.
BS CBS EARLY MORNING NEWS					6.30- 7.00AM	6.30	1,510	1.8	1,090	1.3	16	1.2	M-F	1,760	2.1	1,260	1.5	18	1.4	M-F
						6.45						1.4	M-F						1.7	M-F
BS NEWSBREAK-11.57					11.57-11.59AM	11.45	5,870	7.0	5,700	6.8	30	6.8	M-F	5,950	7.1	5,700	6.8	31	6.8	M-F

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,030	6.0	4,860	5.8	18	5.8	M-F	4,690	5.6	4,530	5.4	17	5.4	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,760	2.1	1,260	1.5	14	1.2 1.8	M-F M-F	1,420	1.7	1,010	1.2	12	1.0 1.4	M-F M-F
DAY SATURDAY																	
ABC MENUDO-8:25AM		8.25- 8.29AM	8.15	3,270	3.9	2,600	3.1	20	3.1		3,440	4.1	2,930	3.5	22	3.5	
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	7,120	8.5	6,030	7.2	25	7.2		5,280	6.3	4,610	5.5	21	5.5	
ABC SCHOOLHOUSE ROCK-11:55AM		11.55-11.59AM	11.45	5,450	6.5	4,940	5.9	21	5.9		4,780	5.7	4,110	4.9	19	4.9	
ABC NCAA FOOTBALL GAME	2	12.30- 4.00PM	-GRID 4.00								14,670	17.5	5,950	7.1	25	<<	
ABC NCAA FOOTBALL PRE	1	3.30- 3.48PM	-GRID 3.45	5,700	6.8	4,940	5.9	18	6.4								
ABC NCAA FOOTBALL POST	2	4.00- 4.09PM	4.00								5,450	6.5	3,850	4.6	15	4.6	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,270	3.9	3,020	3.6	24	3.6		3,520	4.2	3,270	3.9	25	3.9	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,610	6.7	5,280	6.3	24	6.3		4,530	5.4	4,110	4.9	20	4.9	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,780	5.7	4,020	4.8	17	4.8		4,440	5.3	3,850	4.6	18	4.6	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,110	6.1	4,860	5.8	20	5.8		5,200	6.2	4,860	5.8	23	5.8	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,100	3.7	2,930	3.5	12	3.5		3,850	4.6	3,350	4.0	16	4.0	
CBS NCAA FOOTBALL-CBS	1	12.30- 3.54PM	-GRID 3.45	17,600	21.0	6,790	8.1	24	7.4								
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45				8.1*	23*			5,110	6.1	4,690	5.6	19	5.6	
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								4,020	4.8	3,520	4.2	14	4.2	
CBS NCAA TODAY-CBS	2	3.30- 3.40PM	3.30								3,180	3.8	3,270	3.9	13	3.9	
CBS NCAA TODAY POST-CBS	1	3.53- 4.12PM	-GRID 4.00	5,200	6.2	4,690	5.6	15	5.7								
	2	6.54- 7.00PM	6.45								8,800	10.5	7,460	8.9	21	8.9	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,350	4.0	3,100	3.7	24	3.7		3,020	3.6	2,850	3.4	22	3.4	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,360	5.2	4,190	5.0	24	5.0		3,850	4.6	3,600	4.3	21	4.3	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,540	9.0	7,210	8.6	30	8.6		6,960	8.3	6,620	7.9	32	7.9	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,790	8.1	6,620	7.9	28	7.9		5,610	6.7	5,530	6.6	26	6.6	
NBC ASK NBC NEWS-12:28PM		12.28-12.30PM	12.15	4,860	5.8	4,530	5.4	19	5.4		3,350	4.0	3,100	3.7	13	3.7	
NBC NBC SPORTS-30 ROCK	1	2.00- 2.17PM	-GRID	2,680	3.2	2,430	2.9	9	2.7		3,690	4.4	3,100	3.7	13	3.7	
	2	2.00- 2.18PM	-GRID 2.15														
DAY SUNDAY																	
CBS IN THE NEWS-7.26AM-SUN(SUS)	2	7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)	2	7.56- 7.59AM	7.45														
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.21PM	-GRID	26,650	31.8	12,150	14.5	37	18.6		30,080	35.9	14,580	17.4	44	21.6	
	2	1.00- 4.38PM	-GRID 4.00 4.15 4.30				18.4* 6.0*	43* 14*	6.5 6.3							21.6 6.6	
CONT'D																	
-45 U.S. TV HOUSEHOLDS: 83,800,000				FOR EXPLANATION OF SYMBOLS, SEE PAGE A.				*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)									

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS		SHARE			HOUSEHOLDS		HOUSEHOLDS		SHARE		
				(000)	%	(000)	%	%	%		(000)	%	(000)	%	%	%	
DAY SUNDAY-CONT'D																	
CBS CBS NFL FOOTBALL GAME 1-CONT'D			4.45						2.5				6.5*	16*		5.5	
			5.00													<<	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.13PM	-GRID	21,700	25.9	9,970	11.9	30			19,530	23.3	9,130	10.9	28		
	2	1.00- 4.08PM	-GRID														
			3.45				12.0*	29*	11.3								
			4.00						9.9						8.3*	20*	8.6
			4.15				9.8*	23*	8.9							3.7	